

THE

Sigma Delta Chi Convention Issue

# QUILL

A MAGAZINE FOR JOURNALISTS



November, 1957

**REPORTER HELPS RESCUE LOUISIANA STORM VICTIM**

Alert newsmen were among the first to reach Cameron after Hurricane Audrey struck. Story on page 9.

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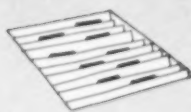
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# Bylines in This Issue

**T**HE cover picture shows Houston Press reporter Michael Dorman and Major General Raymond Hufft, Louisiana Civil Defense director, leading to safety a dazed and bleeding survivor of the hurricane which struck Cameron, Louisiana, last June 27. Debris surrounding the trio gives some idea of the devastation wrought by the storm.

**P**RIE DANIEL, governor of Texas, did not leave journalism when he entered politics. A charter member of the Texas Gulf Coast Professional Chapter of Sigma Delta Chi, he still publishes two weekly newspapers, the *Liberty Vindicator* and the *Aanahuae Progress*.

Governor Daniel received degrees in both journalism and law from Baylor University. During his undergraduate days he was editor of the campus newspaper and the yearbook and worked as a reporter on the *Waco News-Tribune*. In 1951 he was given the degree of Doctor of Laws by Baylor University.

He served three terms in the Texas Legislature and served as speaker of the House in 1943-45. During World War II, he enlisted in the Army and later was graduated from the Judge Advocate General's Officer Candidate School. He held the rank of captain when he was discharged from service in 1946. In the same year he was elected Attorney General of Texas and was re-elected in 1948 and 1950 without opposition. As Attorney General he gained national recognition for his defense of the Texas tidelands against federal claims, and for the battle he waged against organized gambling.

Last year, after serving a term as U. S. senator, Daniel was elected governor. A politician with a newsman's point of view, Daniel strikes a blow for freedom of information in his article, "Public Officials' Sugar-Coated 'Facts' Are Deceptive, Says Texas Governor" (page 13).

**F**OR the most part, the "grassroots" press of Texas is hale and hardy, reports Don Reid Jr., in "Lone Star Weekly Editors Proud of Their Record of Service to the Community" (page 12).

During his sixteen years as editor of the weekly *Huntsville Item*, Reid has written some of the most exciting obituaries in journalism. Representing the *Associated Press*, he has wit-

## Look for It Next Month

### What Makes the Alsops Tick?

By Charles K. Sergis

### No Reporter Shortage in Japan

By William B. Gray

### Network Foreign Correspondents

By Edward Hymoff

### Papers Discourage New Talent

By William L. Breslin

nessed 148 executions at the Huntsville State Prison.

Most of the condemned men were interviewed by Reid shortly before walking their "last mile." For his death house reporting, Reid was voted the AP's best state correspondent three years in a row.

A former public relations specialist for the Air Force, Reid also has been on the staffs of the *El Paso Times*, *McAllen Daily Monitor*, and *Bay City Tribune*, all Texas newspapers.

**J**IM MATHIS, general assignments reporter for the *Houston Post*, has won for himself and the *Post* five awards for outstanding reporting on local and state issues. Two years ago, Mathis and a fellow reporter were commended by the Harris County grand jury for ferreting out facts which revealed scandals in the Houston city government. For this exposé, they also won the Texas Associated Press Community Service Award.

A native of Louisiana, Mathis attended Louisiana Tech and, during World War II, served in the Coast Guard. He is married and has two sons.

In "Myth-Taken World Sees Texans as Filthy Rich, Uncouth, Profane" (page 23), Mathis presents another "exposé" which, he claims, has long been overdue.

**R**OBERT GRAY took over a new job recently as promotion manager of the *Houston Post*, after a year as a reporter. Between 1947 and 1956, with time out for service with the Marine Corps in the Korean War, he worked for Radio Station KPRC and for KPRC-TV, both owned by the *Post*. He tells the story of today's aggressive news competition among Houston's radio and television stations in "Houston's Three Television and

Eight Radio Stations Provide Full Coverage" (page 17).

A native Texan, Gray was graduated from the University of Houston in 1947. He is a member of the Texas Gulf Coast Chapter and also of the Gulf Coast Press Photographers' Association. While working as a reporter for the *Post*, he produced a weekly television show, "Press Conference" for KPRC-TV.

**H**OW correspondents overcame rugged obstacles to tell the world about the fury of Hurricane Audrey is ably treated in "Cameron Hurricane Stopped Traffic, Communications, But Not Reporters" (page 9). The writer, a Houston newsman, prefers to remain anonymous.

**F**OR twenty years, James A. Clark has been writing almost exclusively about oil and its allied fields. A



JAMES A. CLARK

columunist for the *Houston Post*, he also writes an oil page feature each Sunday and an oil editorial on Mondays.

Author of two books, *Spindletop* and *Three Stars for the Colonel*, both dealing with the oil industry and its regulation,

Clark has three other books in the making. The Louisiana native has lived in Houston since 1937. His article, "Competent Reporters Are in Demand to Interpret Oil Industry to Public" (page 11), calls attention to genuine opportunities for journalists in the Southwest.

**T**WELVE years of living in Houston since he emigrated from New Jersey have imbued Louis Alexander with much of the spirit of the native Houstonian. This is reflected in his article, "Rich in Oil and History, Houston Glitters With Tourist Attractions" (page 25).

County editor for the *Houston Chronicle*, Alexander also free lances extensively for aviation, civic and business magazines. He is a member of the Texas Gulf Coast Sigma Delta Chi chapter, and is the author of an article which appeared in the October issue of *THE QUILL*.

**T**HE guest cartoon on the editorial page was drawn especially for *THE QUILL* by Bud Bentley, cartoonist for



the *Houston Post*. The name on his paycheck is Albert Franklin Bentley, III. He is 42, married and the father of three children. Bentley is an Air Force veteran and has been on the staff of the *Post* since 1946. Before joining the *Post* he was a staff artist for the *Houston Press*. He is a member of Sigma Delta Chi.

**W**ITH a background of both metropolitan and rural newspaper experience, Prof. Donald D. Burchard heads the Department of Journalism at Texas A & M College. He has taught at Butler University, Oklahoma A & M College, and South Dakota State College. Largely through his efforts, the Aggie Press Club at Texas A & M successfully petitioned for a Sigma Delta Chi chapter in 1954. Burchard's article, "Six Texas Undergraduate Chapters Work Together for Sigma Delta Chi" (page 27), brings THE QUILL readers up to date on the fraternity's program on six Texas campuses.

**T**HE story of the Texas Association of Sigma Delta Chi, "Texas Has Active State Association" (page 33), is told by its first president, Jack Butler, who recently was named assistant managing editor of the evening Fort

Worth *Star-Telegram*. Butler was graduated from the University of Texas and worked on newspapers in Tyler, Gladewater and Austin, Texas, before joining the *Star-Telegram* in 1943. He has been there since that time, except for a hitch in the Navy in World War II, serving as reporter, rewrite man, city editor and news editor before his promotion to his present position.

**O**NCE described by a magazine writer as "Houston's Boswell," George M. Fuermann has been writing a column in the *Houston Post* for the last eight years. He describes the newspapers of his city in "Houston Has Three Daily Newspapers With History of Lively Competition" (page 10). Born in Buffalo, N. Y., he was graduated from Texas A & M College in 1941. He served in the Army in World War II, rising from private to a captain with the Ninety-fifth Infantry Division in Europe. He has been a labor reporter, real estate editor, book editor, and night city editor of the *Post*. Fuermann is the author of two books, "Ninety-fifth Infantry Division History" and "Houston: Land of the Big Rich," and is now writing a third book. His column in the *Post* is titled "Post Card."

**F**RED GIPSON'S unusual style, which one critic calls "Texanese," is evident in "Texas Writer Blasts His Critics, Defends 'Back Yard' Language" (page 29). Born on a farm in Texas hill country and "raised in a cotton patch," Gipson attended the University of Texas almost long enough to get a degree.

After reporting and writing columns for several newspapers in the state, he returned to his home town of Mason to become a free lance writer. His first book, *Fabulous Empire*, was published in 1946.

Among his novels are *Hound Dog Man* (a Book of the Month Club selection), *The Home Place*, *Cowhand*, and *Recollection Creek*. Gipson also has written numerous magazine articles.

## Worth Quoting

Walter Steigleman, journalism professor at the State University of Iowa, "The axiom 'names make news' still guides too much editorial thinking. A more valid yardstick today when readers' interests are varied and complex is: 'Names make news when names make news.'"



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# THE QUILL

A Magazine for Journalists

Founded 1912

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Vol. XLV

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## Texas-Style

**R**EADING the copy for this convention issue, one impression persistently intruded. Texas, I was forced to conclude, is a state of mind, as well as the biggest geographical division of the country. The state of mind extends far beyond the borders of Texas. Texans are brash, two-fisted, and uninhibited. Texans are inclined to be a bit condescending of anyone not fortunate enough to have been born near the Rio Grande, or intelligent enough to have moved to the state at an early age.

These are, perhaps, unfair generalizations, but they have frequently been encouraged by Texas, which has never been accepted as a synonym for modesty.

Surprisingly, as Bud Bentley's cartoon on this page, and as Jim Mathis' article reveals, Texans are also sensitive to criticism. Texas, of course, is no different than any other part of the nation whose people are only a few generations removed from the frontier. Texas' refusal to kowtow to tradition, its infectious optimism, and its zest for progress are virtues which are reflected in the press of the Lone Star State. Newspapers tend to mirror the communities they serve and it is but natural that the press voices the interests of the people.

The press of Texas is virile, progressive, and aware of its responsibilities. In the weekly field, as in the metropolitan centers, the dedication to public service is evident. In such a climate, Sigma Delta Chi flourishes and both its professional and undergraduate chapters in Texas are strong and respected.

**M**ORE significant, perhaps, for journalism is the attitude that prevails in the Governor's mansion in Texas. The article by Governor Price Daniel in this issue deserves to be read in every state capital in America. Our states, Governor Daniel insists, "need more legislation requiring the public's business to be transacted in the light of day. The press is obligated to help the public participate in the shaping of important decisions about the state's policies and the administration of those policies. All that government does is done in the public's name and for the public good. Therefore, no area of governmental activity is immune in the public interest."

There are many states in this country where this enlightened attitude does not prevail. It does not prevail in many branches of the Federal Government, nor is it accepted generally at the local level. The withholding of information is, as Governor Daniel emphasizes, a more insidious exercise of governmental power than direct con-



Bud Bentley, Houston Post

## Carrying It Too Far

trol. It gives the illusion of a free press, while rendering it meaningless.

When any government at any level can control the information upon which the people can form an opinion, Governor Daniel warns, "then it is controlling the people and their decisions, rather than being controlled by them."

It is an ironic, though not surprising commentary on our democracy that legislation should be needed to "transact the public's business in the light of day." Texas, as the Governor points out, is one of the states where newsmen are still striving for such legislation. I have no doubt that safeguards of the right to know will be established in Texas, as they have been provided in a number of other states.

**B**UT it must be underscored that enactment of a law is not enough. The test is the use made by all media of communication of the safeguards the law provides. All too often we have been more concerned with demanding a right than with using it effectively in the public interest.

CHARLES C. CLAYTON

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## What makes a newspaper great?

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Ted Peterson is probably the only sports reporter who ever had a football game halted in his honor while players and fans cheered his arrival on the scene. Such enthusiasm, usually reserved for ruling monarchs and presidents of banana republics, is typical of the regard this modest Minneapolis Star and Tribune staffer generates among sport fans everywhere in the Upper Midwest.

Peterson's beat is Upper Midwest high school sports—a specialty on which he has more first-hand information than anybody else alive. He has witnessed every Minnesota state basketball tournament since

1925. He is on first-name terms with every football coach and most of the players in Minnesota's 480-plus high schools. He knows the relative standings of virtually every one of the state's 600 amateur baseball teams. He is, in fact, "Mr High School Sports" to a million or more fans in this sports-loving region.

In season Ted has watched as many as 12 baseball games in two days. He regularly travels 5000 miles a year covering football contests. In almost every village in his 3½ state area, junior athletes and their parents know him by sight. In Minnesota, his annual rating of the top 25 high school football teams determines the state champion and evokes more spirited discussion than the national All-America selections. Mail by the bagful is dumped on his desk recommending candidates for all-state football honors (he's received as many as 350 nominations for the same player in one day). College coaches the nation over follow Peterson's reports, often recruit players sight unseen on the strength of his newspaper stories. On one

recent University of Minnesota football team, nine of the eleven starters were former Peterson picks for all-state team honors.

Sports-minded Upper Midwest parents, players, coaches and rooters religiously follow Ted's articles, customarily accept his judgments as final. Perhaps more than any other sports writer on the staff of these two newspapers, "Mr. High School Sports" helps to foster the spirit which makes the Minneapolis Star and Tribune true "home town papers"... best-read, best-liked, most-respected... among the people throughout America's big, busy Upper Midwest.

Copy, 1957, The Minneapolis Star and Tribune Co.

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JOHN COWLES, President

THE QUILL for November, 1957

# Cameron Hurricane Stopped Traffic, Communications, But Not Reporters

*By boat, plane, swamp buggy and helicopter, correspondents swarmed into this devastated Louisiana town to get stories, take pictures, and depart in time to make the morning editions*

**H**URRICANE Audrey was not a polite lady when she smashed into the Louisiana coast in the early hours of June 27, 1957.

No photographers and reporters were waiting as Audrey swept across Cameron Parish. Audrey was running ahead of schedule. Her course was different from that carefully charted by newspapers and the weather bureau.

The storm abruptly isolated Cameron, severing all ties between the Bayou country and Lake Charles, thirty-five miles away. Audrey proved how quickly and completely Nature can wipe out modern communication and transportation facilities.

The full force of the hurricane wrecked the little town of Cameron at 4 a.m. on Thursday, June 27. The isolation was so complete the death toll and property destruction did not begin to assume proper proportions to the outside world until mid-morning on Friday, June 28.

By boat, helicopter, swamp buggy, airplane, automobile, and amphibious duck reporters and photographers battled their way to Cameron on Friday and began coverage of one of the nation's greatest natural disasters.

**G**ETTING copy and film out of Cameron Friday and Saturday was as frustrating as trying to reach the stricken area. The thirty-mile ship channel across Calcasieu Lake and up the Calcasieu River to Lake Charles was the first transportation route open but a round trip in less than twelve hours was next to impossible.

The situation did not begin to ease until Saturday when a dozen or more Army helicopters began shuttle runs between Cameron and Lake Charles. State Highway 27, a narrow strip of asphalt that was the lone highway link between Lake Charles and the Bayou country, also was repaired and cleared of major debris that day.

Even then, the injured and the dead took priority, of course. Many a reporter found himself stranded and hitchhiking another ride after helping

load the injured or dead onto helicopters and boats.

Despite the obstacles and frustrations, the stories that made their way out of Cameron dominated front pages across the nation for several days. Many of the stories told themselves: the doctor who worked forty-eight hours despite knowledge that his wife, three children, and housekeeper were missing; a Houston ten-year-old who carried the body of a young sister for miles; the mother and child who survived by clinging to a floating refrigerator; the man who rode a panel door on the raging tide waters for twenty miles.

**W**HEN Audrey struck Cameron, most reporters and photographers who had been rushed into the storm area as preparedness were scattered along the Texas-Louisiana border about fifty miles west of Cameron. The brunt of the storm had been expected in the Port Arthur-Beaumont-Orange area. In this highly industrialized southeast corner of Texas over ten per cent of the nation's crude oil refining capacity is concentrated.

The 7:00 a.m. hurricane advisory on June 27 placed the heart of the storm just off the Gulf coast below Port Arthur. A dead calm was reported in Orange at 9:00 a.m. But the industrial area received only minor damage from the storm's western fringe while Audrey was raging fifty miles to the east.

**A**T the time the storm was being pinpointed just south of Port Arthur, a high tide and winds of 110 miles an hour already had wrecked Cameron and neighboring Creole, Grand Chenier, and Holly Beach.

Cameron residents had not expected the storm to arrive before mid-afternoon on June 27. About fifty residents met at 1:00 a.m., however, to discuss the situation after the heavy rain and wind began. They decided to return to their homes and get some rest before starting mass evacuation of the area in the early afternoon. Most of their homes were swept away before

dawn. High water drove survivors in the Cameron Parish Court House to the second floor.

**B**Y nightfall, as Audrey continued her path of destruction across midland states before disintegrating in Canada, the outside world had only meager and unalarming information about Cameron. Four persons were believed dead.

Reporters who had been in the Port Arthur area began moving toward Lake Charles, where there was damage that ran into the millions. Among them was Stan Miesler of the *Associated Press* at New Orleans.

Miesler was at the Lake Charles docks when the first boat load of Cameron survivors arrived early Friday. Among the injured and shocked was a deputy sheriff who said between 3,000 and 4,000 lives had been lost. Miesler asked if he did not mean 300 and 400 and the deputy replied 3,000 and 4,000. Miesler asked again and got the same reply.

After consultation between New Orleans and New York, the AP used the deputy's quotes. The final death toll was placed between 400 and 500 but the deputy's quotes gave the outside world the first indication that a major disaster had occurred.

**O**THER survivors scaled the deputy's estimate drastically downward but editors already were in action and reporters and photographers were converging on Lake Charles. Kenneth L. Dixon, managing editor of the *Lake Charles American Press*, estimates the final total of newsmen was somewhere between 100 and 150.

The AP set up headquarters at the *American Press*. The *United Press* brought in men from Dallas, Baton Rouge, and New Orleans. Harry Trimborn, New Orleans manager for *International News Service*, and Ken Davis, bureau chief there for AP, were on vacations but rushed to their offices to coordinate coverage. The *INS* flew Bob Considine to New Orleans. The *Denver Post*, the *New York*

(Turn to page 14)

# Houston Has Three Daily Newspapers With History of Lively Competition

*Journalism in Lone Star State has come a long way from saddle-bag period, with Galveston News the oldest paper in the state still being published; O. Henry was once a columnist for Houston Post*

By GEORGE M. FUERMANN

**H**OUSTON has something of a corner on the history of Texas journalism, although the oldest newspaper in the state still being published, the *News*, was founded in 1842, and is in Galveston. Gail Borden, the inventor of a process for condensing milk, was one of the owners of the first Houston newspaper. It was the *Telegraph and Texas Register*. The first issue appeared in Houston on May 2, 1837. The first Texas daily, the *Morning Star*, was founded in 1839.

Houston's distinction as to newspapers is that each of its three daily newspapers is separately owned—in a period when most cities of a million people have considerably less journalistic competition.

The *Chronicle* and the *Press* are evening papers and the *Post* is a morning paper. The *Chronicle* and the *Post* both have Sunday editions. The *Press* is a six-day newspaper.

The *Chronicle* was founded in 1901 and is owned by the heirs of the late Jesse H. Jones, who purchased the paper in 1926. The *Press* is a Scripps-Howard paper. It was founded in 1911. The *Post*, established in 1885, is owned by a former Texas Governor, W. P. Hobby, and his wife, Oveta Culp Hobby. O. Henry was for a time a reporter and columnist for the *Post*. The *Chronicle* owns radio station KTRH and is a part owner of KTRH-TV. The *Post* owns KPRC and KPRC-TV.

**S**ADDLE-bag journalism flourished in Texas in the early days. From the record, it would appear that almost every itinerant printer who could get together enough type tried his hand at publishing a newspaper in the Southeast Texas area, which, even then, was the center of population. Most of these ventures failed.

The ancestry of the *Houston Post* could be traced back to the old *Telegraph and Texas Register* which Gail and Thomas Borden established at San Felipe in 1835. The newspaper immediately became the official organ of



George M. Fuermann, a columnist for the *Houston Post*, who tells the story of Houston's daily newspapers.

Texas' patriotic cause in the revolution against Mexican rule.

There was an edition of the paper on the press in Harrisburg (now part of the City of Houston) when the Mexican troops of General Santa Anna approached that town on April 14, 1836. The Bordens dumped their presses into Buffalo Bayou, now the Houston Ship Channel, and escaped to Galveston where Texas President David G. Burnet and his Cabinet were in extraordinary session.

**L**ESS than a week later, after General Sam Houston had routed the Mexican forces in the battle of San Jacinto, often termed one of the most decisive in history, the Bordens returned to Harrisburg, fished their presses out of the bayou, and set up shop again at Columbia.

About a year later, the founders of

the *Telegraph and Texas Register* loaded their plant on a steamboat and, by way of the Gulf of Mexico and Buffalo Bayou, moved it to Houston. The first Houston edition was published on May 2, 1837. For the next 36 years, the *Telegraph and Texas Register* was Texas' most important newspaper.

**I**T finally gasped its last breath in 1880 and was succeeded by the *Houston Evening Post* which later changed to a morning paper and became the *Houston Daily Post*. The old *Post* died in 1884, the victim of political turbulence of the time. Finally, on April 5, 1885, the *Houston Daily Post* was born. This is the paper which is still published.

Texans have always taken their politics seriously, and their newspapers naturally were deeply involved in the strong passions of these campaigns.

Some idea of the perils of Houston journalism in earlier times is suggested by a story in the *Houston Evening Post* of March 12, 1880:

"TAKE WARNING—The *Post* . . . has employed for the use of this office an ex-prize fighter, who is in excellent training and carries 200 pounds of solid flesh. This gentleman is under contract to settle all disputes and to soothe any excitable party who wishes to raise a row with any member of the editorial staff.

"If a man comes scooting out of the office like a roman candle with his pants kicked up under his hat and both ears chewed off, the law can't touch the *Post* for it, as the public has been solemnly warned."

**I**T no longer is necessary for Houston newspapers to take this kind of protective measures, but the spirit of pioneer journalism still has not vanished entirely. The competitive situation arising from separate ownership of three daily newspapers, each with its own distinctive personality, tends to keep alive the old tradition of journalistic aggressiveness.



# Competent Reporters Are in Demand To Interpret Oil Industry to Public

*Average reader's lack of information concerning Southwest's dynamic development in this area in last fifty years traced to shortage of skilled writers in highly specialized field*

By JAMES A. CLARK

**A** NEW and virtually unexplored field of journalism for the Southwest is developing as the great American industrial revolution spreads into the country that once depended on cattle, agriculture, and lumber for its economy. It is the field of business and industrial writing, particularly the interpretative type of writing that can help the average Southwestern citizen understand what is happening.

For more than thirty years the need for good oil writers, for instance, has far exceeded the supply. Today the situation is worse than it has ever been. Coming is the need for good interpretative writers in the fields of petrochemicals and atomic energy. If there are writers for either newspapers or magazines in the Southwest who understand the deep implications of these fields sufficiently to communicate their thoughts to the public, they are still in hiding.

For Texas, the industrial revolution started on January 10, 1901, when the Lucas Gusher came in at Beaumont to herald the birth of the liquid fuel age. On that day the state saw its citizens start trading in their saddles and cross-cut saws and plows for derricks and pipelines and stills.

**F**IRST oil was a fuel for locomotives, plants, and power stations. Then came the day, about 1915, when the automobile had created a demand for gasoline that for the first time overshadowed the demand for kerosene. World War I emphasized the need for petroleum products. Between 1920 and 1922, geophysical instruments such as the seismograph, the gravity meter, and the torsion balance came into being to revive a dying interest in oil exploration. It was really at that point Texas became one of the first four or five oil states in the Union. By 1927 it was the leading petroleum producing state in the country, a position it has never since relinquished. Today more than forty per cent of all of the oil produced in

this country comes from Texas and about as much of the remainder comes from Louisiana, Oklahoma, and New Mexico.

Wherever oil has been found, the result to the economy has been progress and prosperity. Texans, awakened by the roar of the Lucas Gusher, have moved steadily upward until today the state is the envy of the nation if not the world. In the wake of the state's oil progress have come tremendous new advances in all fields of business and industry.

**B**Y the time World War II ended, Texas found itself the locale of a new industrial behemoth that was growing at a rate that even the oil industry had never approached. Petrochemicals, allied closely to the petroleum industry, were supposed to have been a wartime emergency industry that would die a natural death as the peace treaties were signed. Instead, the industry started mushrooming all over the Gulf Coast. Today the petrochemical industry is one of the greatest of all new ventures in the nation, and its potential is absolutely unlimited.

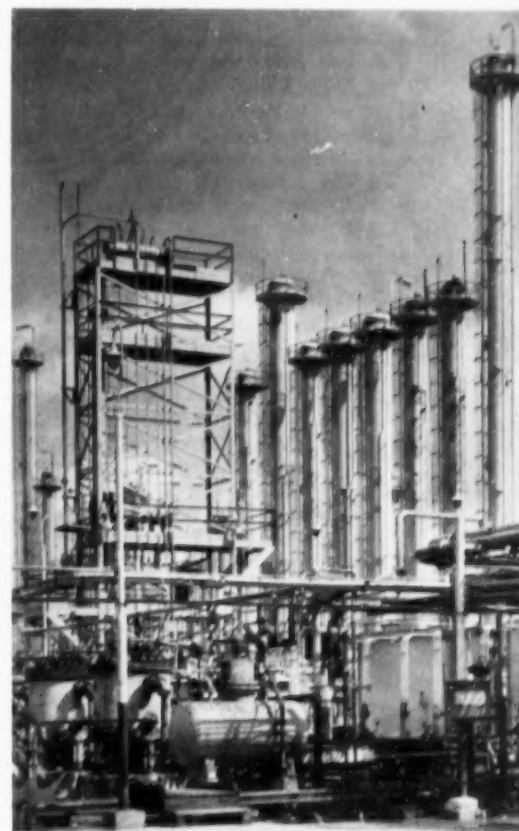
In the meantime, the petroleum industry has taken on tremendous new significance and public interest. The natural gas industry has expanded since World War II at an amazing rate. Great interstate lines stretch from the Southwest into virtually every section of the nation. Recently, lines have entered the United States from Canada and Mexico to deliver gas to consumers in the densely-populated, long-winter and heavily-industrialized North, East and Midwest.

With all of this, plus the atomic age (which still needs good interpretative writers), journalism has lagged behind.

**T**HE oil country has developed a handful of good professional writers in the newspaper field, but most of its real talent has gone to the

numerous and profitable trade journals. These writers have been able to keep their readers abreast of the natural gas and petrochemical developments. But even those journals still are crying for talent.

A few daily newspapers have managed to keep oil editors who are well versed in all phases of the petroleum industry, but even there losses have been great. Many oil editors with real talent have wound up either in good public relations positions with



Texas' booming petroleum industry creates demand for skilled technical writers able to interpret developments in this field to the public.

one of the many companies in the industry or have been lured away by the trade journals. No good oil editor for a newspaper has ever failed to carve out a healthy and well-paying career for himself. Some have gone to advertising agencies and others directly into the oil business as producers.

**T**HE petroleum industry, which is really the main difference between the Southwest and the rest of the country, is highly complicated. Difficult to understand, it is hard to interpret to the public. The fact of the matter is that few, if any, writers have succeeded too well in writing comprehensively for the layman.

Yet this industry not only is fascinating; it is vital to our everyday living. Industry stories are colorful and human—and virtually untold. Considering the role the industry now plays in foreign oil, petroleum is important to anyone interested in international affairs. Yet the stories about that role are being written by people who are uninformed. To anyone who knows the industry—its history, its complications, and its importance in national and world affairs—the normal news story concerning petroleum is downright silly and a serious disservice to the average reader.

Texas colleges and universities are recognizing this fact. The University of Texas now offers such courses as "Advanced Writing: Oil and Gas" and "Writing Newspaper and Magazine Feature Articles: Advanced" which are slanted toward industrial writing. Sam Houston State Teachers College has "Trade Publications" (as do a dozen other Texas colleges), a course in industrial and business writing. There are also numerous courses offered in public relations and publicity. Southern Methodist University's "The Specialized Press" course, Texas A & M College's "Industrial Journalism" course, and North Texas State College's "Technical Journalism" course are all examples of the attention being paid to this field by institutions of higher learning.

**I**MMEDIATELY the need in Texas is for more—many more—and better petroleum writers. In demand are writers who can understand the industry in all of its phases, analyze it, and interpret the facts to an uninformed or misinformed public.

The field of business and industrial writing in the years to come in the Southwest can be as human and exciting as the police beat, and a great deal more important.

## Lone Star Weekly Editors Proud of Their Record of Service to the Community

*Few rugged individualists remain but most small town Texas newsmen are cooperative, progressive, and are concerned with people's 'right to know'*

By DON REID JR.

**O**F the 700-odd newspapers in Texas, about 600 of them are weeklies of various sorts—some good, some bad, some indifferent. However, by all standards a majority of them rank with the top weekly papers of the nation as worthy community servants.

While it is true that a few have made headlines because of the rugged individualism of their editors, for the greater part most of them are taken for granted, not only by their readers, but by their contemporaries as well.

The true value of the average Texas weekly comes to the front about once each year when regional press associations and the Texas Press Association hold contests in various categories to determine how each paper stacks up according to a set of rules developed mainly by schools of journalism.

There are, of course, some striking

exceptions—such as the Crockett *Courier*—whose 84-year-old bachelor editor, W. W. Aikin, has edited the paper for fifty-nine years to earn the title of "dean" of the Texas weekly press.

"Uncle Billy," as he is known to countless friends, admits he never has worried too much about controversial issues in his East Texas community of some 6,000 inhabitants. In fact, his paper has maintained the same circulation for the past ten years in spite of two opposition papers in Houston County—one in Crockett and another in Grapeland, eleven miles away.

"I try to keep out of hot water," Aikin said, "by just reporting the news as it happens. In that way I do not have to worry about controversies. What's more, I have a lot more fun and am always socially popular."

**A**LTHOUGH not all Texas editors agree with Aikin's philosophy, his paper is well read and his column, the "Mildew Widow," is the topic of conversation around Crockett each week.

Another exception is the colorful four-page hand set *Jewett Messenger*, published in a town of 598 persons.

The *Messenger* reserves four of its six front page columns for advertising while the remaining two columns contain newsy items under the heading, "Picked Up and Printed Regardless."

This unusual title was originated by J. S. Robinson, who died in 1941 after editing the one-man weekly for nearly fifty years. The column always contained a variety of news tidbits—editorially slanted so that each reader of the *Messenger* knew exactly what Editor Robinson meant.

For example, when a candidate  
(Turn to page 18)



Don Reid Jr., has edited the weekly *Huntsville Item* for sixteen years.

# Public Officials' Sugar-Coated 'Facts' Are Deceptive, Says Texas Governor

*If it is to remain a powerful force for democracy, the nation's press must resist censorship and demand full access to sources of information at all levels of government*

By PRICE DANIEL

**L**AST Spring, shortly after I took office as governor, the Texas Legislature became deadlocked over an issue of vital importance to the future of the state: reorganization of the State Insurance Department. The public obviously had lost confidence in the state's regulation of insurance because of the failure of one company after another.

Convinced that reform was needed, I staked the success of my new administration on a campaign to pass a reorganization bill. I was warned by some that this was a grievous mistake. While the public favored a change, powerful interests would sabotage the plan and the administration would take a defeat from which it might never recover, they told me.

Those who prophesied doom and defeat underestimated the most powerful weapon on our side: the public press. Day after day, Capitol correspondents of the three wire services and the daily newspapers reported the reorganization fight as it rocked back and forth, with the issue much in doubt. The people were given the facts. Editorial writers threw their weight into the battle on the side of reorganization. Almost every daily newspaper and a majority of the weeklies came out solidly for the bill.

**T**HE deadlock was broken and the bill was passed by the House of Representatives and the Senate.

I cite this as an example of the effectiveness of the press as a leading influence in governmental affairs. In a showdown, newspaper support—or lack of it—holds a definite balance of power in my state.

It has been my experience that public officials have great respect for the working press. The awareness that a newspaperman knows a decision is taking shape and will be on hand to ask questions about it undeniably influences the official who is deliberating. Where reporters are rarely seen,



Secrecy in government and press freedom do not mix, contends publisher-politician Price Daniel.

abuses of public trust occur more frequently.

**E**VERYONE who believes our American theory of people governing themselves through elected representatives must defend the right of the people to know the truth about both their government and their elected representatives. Self-government can be no stronger than the people's knowledge of the facts. Making available full information about the people's business is a duty of public officials. Digging it out and reporting it to the people is the duty of the public press.

As co-publisher of two weekly newspapers and a former reporter on daily newspapers, I feel a close kinship with newspaper people. In public life, I have made many lasting friendships in the newspaper world. I have seldom found an editor or a reporter who was not completely devoted to honesty in his daily work. Newspapers and other news media have flourished un-

der the unique system of government Americans enjoy—the system that prohibits muzzling of free speech and freedom of information.

**N**OT too many years ago, the printing press was considered an enemy of the ruling power. Here was an instrument—a weapon, in fact—which could arouse the people far more successfully than any momentary leader. The printing press could do what a battering-ram could not do: it could demolish castle walls, lay bare the secrets of ruling despots, and expose to public scrutiny the abuses of power by unworthy tyrants. The tyrants' only answer was to control the use of the printing press, making printers servants of the state.

This nation's constitutional guarantee of freedom of the press—which at that time meant freedom of an individual to own and control a printing press without subservience to the government—was a monumental step in the history of mankind. It established the fact that a government of free men need not live in fear of the thoughts and words of its citizens. For a government so conceived, the licensing and control of printing presses was intolerable.

**F**REEDOM of the press has since acquired a new meaning, applying more to those who seek information to publish than to the machines themselves. However, governments are still secretive. They are reluctant to take the people into confidence except when the controlling clique decides it is best for its own interests. As a result, we hear suggestions made that information about governmental activities be controlled. What the press might say would be free, but the information underlying those opinions or comments would be controlled.

In many respects, this is a more insidious use of governmental power than direct control. It would give the



illusion of a free press. Not only would it deceive the public, but the press as well. Uninformed opinion is dangerous opinion. The value of free speech, thought, and expression becomes meaningless if, at the foundation, there is missing full access to complete and accurate information. When any government, on any level, controls the basis for men's opinion, then it is controlling the people and their decisions, rather than being controlled by them.

Perhaps we have had the greatest trouble at the federal level, but the problem is by no means a Washington problem alone. As United States Senator, I opposed federal censorship decrees, and I have taken the same position against secrecy on the state level. There can be no double standard, exempting state and local governments from the same scrutiny directed toward the central government. If we believe that government is best which is closest to the people, then it follows logically and irrevocably that the people should know more about the government closest to them.

Our states need more legislation requiring the public's business to be transacted in the light of day. Texas newsmen have been striving for legislation of this nature in recent years. The press is obliged to help the public participate in the shaping of important decisions about the state's policies and the administration of those policies. All that government does is done in the public's name and for the public good. Therefore, no area of governmental activity is immune to public interest.

There has been a general awakening

across this nation to the need for strengthening state and local government. From my discussions with other governors and residents of other states, I am convinced that this is the feeling of informed people in all sections of the country and not just in those areas where the "States' Rights" philosophy has prevailed through our history.

The most sensible answer to centralized government is the greater acceptance by state and local governments of the responsibilities which go along with "States' Rights" and local self-government. Any time the states neglect a governmental service, they simply spur the national government to take over and control the service.

**N**EWSPAPERS can be of immeasurable help in maintaining the constitutional balance of national, state, and local government. Governmental infringement upon the rights of the people cannot become general knowledge if the press is muzzled, or if the press neglects its obligation to search for information. Those who stand in the way of the search stand in the way of good government. Those who neglect the search neglect good government.

Full reporting is the foundation of freedom and we cannot settle for less, whatever the price may be. The people's business, whether in Washington or in the state capitol or at the courthouse or city hall, must be transacted in public. When we compromise this principle, we compromise our integrity and jeopardize our liberty.

## Cameron Storm Stopped Everything But Reporters

(Continued from page 9)

*Times*, and major television and radio networks rushed newsmen to the scene.

The Scripps-Howard *Houston Press* scored a smash for its home edition readers Friday afternoon by chartering a plane and flying a photographer and reporter over Cameron for a quick bird's-eye descriptive.

**B**UT the story behind the Saturday morning editions of the *Houston Post* tells how one newspaper overcame the obstacles created by Audrey and gave its readers practically three full pages of on-the-spot coverage.

The *Post* had a five-man crew in Cameron by late afternoon on Friday.

The team had to get the material for use in the Saturday morning editions in less than an hour.

**R**EPORTER Emmet Collins and Photographer Owen Johnson flew to Lake Charles after flying over Cameron, where their plane was too large to attempt a landing on a debris-littered highway that was just being converted into an airstrip. A smaller plane, with a daredevil pilot, left Houston a bit later with Reporters Jim Mathis and Franklin Reed and Photographer Dan Hardy.

The second plane made the dangerous landing safely but the hazardous conditions of the makeshift

runway necessitated a takeoff before sunset, less than an hour away.

Mathis, Reed and Hardy rushed about the stricken Cameron. Within minutes they were joined by Collins and Johnson, who had talked an oil company pilot with an amphibious plane into flying them from Lake Charles. Collins and Johnson had to wade ashore at Cameron but only after Johnson instructed the pilot to wait just ten minutes for him to shoot pictures. Counting the wading from and to the plane, Johnson actually took about twenty minutes. Back in Lake Charles, he caught the heavier plane and returned to Houston.

Hardy remained behind but Reed, Mathis and Collins carried his negatives as they took off in the light plane at Cameron. As darkness closed in, they flew to Beaumont and telephoned their stories to the *Post* from the airport weather bureau. Then they flew to Houston with Hardy's negatives.

The result: morning editions with three bylined front page stories, several sidebars, and thirteen staff photographs.

**T**HE byliners included Mathis' interview with Dr. Cecil Clark, who worked among the injured for over forty-eight hours while hearing nothing from his missing family. Clark became a hero of the disaster. Mrs. Clark and two of the three children survived.

Milton Bracker of the *New York Times* said covering Cameron was like covering a war.

"The story in and around Cameron was very literally a 'war' story," Bracker wrote. "Any former war correspondent was inevitably struck by one given fact: the smell of death in war and in a hurricane is just the same."

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# How THE LOS ANGELES EXAMINER SELLS SPACE THROUGH THE WALL STREET JOURNAL



The Examiner tells it to The Journal—  
The Journal tells it to you!



*Says Franklin S. Payne, Publisher, Los Angeles Examiner:*

"We have been running a sustained campaign in The Wall Street Journal because we feel it reaches men of management; men who make decisions; men who hold not only the key to markets but the key to the cash-box.

"Moreover, the advertising of the Los Angeles Examiner rubs shoulders with other products and services of stature in the business world. In short, we're in good company."



*Says Hal Stebbins, President, Hal Stebbins Inc., Los Angeles, The Examiner's Advertising Agency:*

"One of the biggest things an advertiser buys in The Wall Street Journal is *emotional environment*. The minute you step into its pages you're in the Big League of Business.

"Hence our advertising is characterized by brevity, dignity, simplicity. The Los Angeles Examiner has an important message for important people. So we do not gild the lily. We have something to sell—and to say. Having said it, we sit down.

"And you can put this down, too: In our book, *The Wall Street Journal is a medium's medium.*"

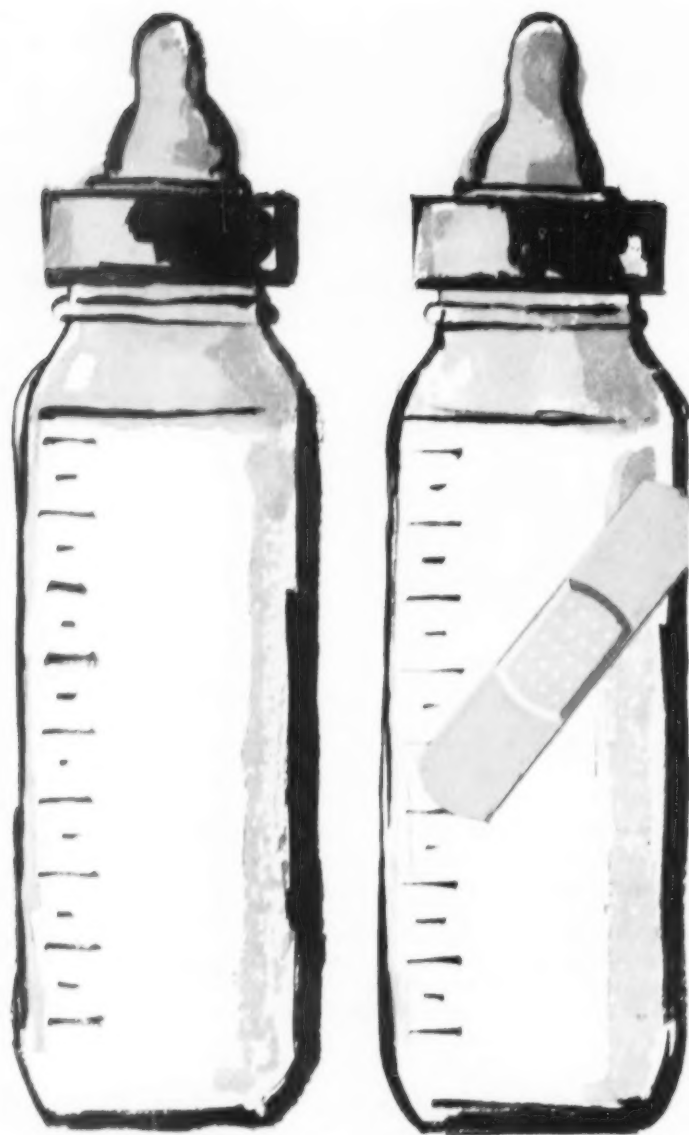
Something really happens when you're in

THE WALL STREET JOURNAL

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A harried mother writes: "My twin babies have different formulas. So when it comes to feeding, I put a BAND-AID Plastic Strip on the boy's bottle so that I can tell the formulas apart."

There may be many ways to use adhesive bandages...but there's only one way to use the BAND-AID trademark correctly...please say

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Remember — all adhesive bandages are *not* BAND-AID Adhesive Bandages! "BAND-AID" is actually a trademark...one of the most widely known in the world...recognized in more than 50 countries.

It means Johnson & Johnson, not the name of a product...and it refers to a *whole family of products made only by Johnson & Johnson.*

The "BAND-AID" trademark is always followed by the product name, i.e. BAND-AID Plastic Strips,

BAND-AID Plastic Tape, BAND-AID Butterfly Closures, BAND-AID Patch, Spot, Strip.

We appreciate your mentioning our products and we hope you will continue to do so. But when you do, won't you please use the *full name* correctly.

*Johnson & Johnson*

*The most trusted name in surgical dressings*

THE QUILL for November, 1957





The story of Houston's lively radio and television news coverage is told by Robert Gray, promotion manager of the Houston Post.

**W**HEN the Houston City Council impeached one of its members last summer, spectators at the impeachment hearings were—at times—outnumbered by the broadcast media newsmen. Men with mikes, tape recorders and film cameras occupied every nook and cranny, catching every word of testimony, every facial expression, every development. You could hear and see it on almost every channel or frequency in the South's biggest city.

The accused councilman was not booted out, it should be noted. But of almost equal importance was what the trial clearly revealed. In probably no other Southern city are public officials under such broadcast media scrutiny as they are in Houston. And it's because of the fierce competition between six of the eight Houston radio stations and two of the three commercial television channels.

To varying degrees these eight separate, complete news-gathering operations cover the city like a blanket. Partly for promotional purposes, to be sure, some of the radio outlets have instituted mobile news coverage by not only mike-studded, radio-equipped station wagons, but even helicopters and motorboats.

**S**OME spend considerable money on day-long, "beat" coverage by qualified journalists, physically occupying City Hall, Police Station, Civil Courts and Criminal Courts buildings, and Sheriff's Office. In some cases, of course, radio announcers are sent to do the job only a trained reporter can do. But such cases are

## Houston's Three Television And Eight Radio Stations Provide Full Coverage

*Television cameras have won acceptance in local courts as 'open door' policy prevails in all the municipal offices for the reporters of the air*

By ROBERT GRAY

growing fewer as the competition forces higher and higher standards of broadcast reporting.

One news director made this point: "We don't want to be first on the air—then first to retract."

The Houston news competition among broadcasters began slowly after World War II. The NBC outlet, KPRC, pioneered in 1945 by hiring former South Pacific NBC man Pat Flaherty to set up local news coverage. Today Flaherty runs a combined news operation on KPRC-KPRC-TV, which keeps three men on downtown newsbeats in close contact with two full-time film reporters. The TV film men shoot until 4:00 p.m. daily; their stuff is aired by 6:00 p.m. and on subsequent shows. Flaherty's seven-man staff starts its coverage day at 5:00 a.m., ends at 11:00 p.m., all copy is rewritten for both radio and TV, tape inserts are used, film is integrated to both news and sportcasts.

**W**HEN it came on the air in 1948, independent KNUZ got busy with local coverage and today devotes a big part of its broadcast day to local events. Two of its five full-time newsmen are on beats, the others man four mobile units on a twenty-four-hour a day schedule. Its non-network programming allows at least one five-minute news show per hour, plus bulletins. KNUZ keeps a helicopter on call, and on one occasion was able to rescue a man stranded atop a tall water tower and covered the episode simultaneously.

In the last five years, the competition has grown frantic. KTRK-TV has jumped into the coverage fray with daily film coverage and a three-man staff of qualified newsmen.

The KTRH (CBS) news staff of four men gets an assist in coverage from its parent organization, the

Houston Chronicle. It does day-long periodic remotes from the Chronicle city room, but still keeps two men on the street, and airs twenty-three newscasts in its 5:00 a.m. to 11:00 p.m. day.

KXYZ (ABC) with five newsmen—one on sports—keeps two men on "news patrol" duty with a mobile unit on a 7:30 a.m. to 10:30 p.m. shift. They put spots into hourly news shows, plus an average of perhaps ten bulletins daily on spot stories. Here, says the news director, the emphasis is on a man's news-gathering ability, not his voice. Only a couple of Houston stations still cling to the "voice-comes-first" theory in their news departments.

A new and vigorous competitor to the Houston scene is the McClendon station, KILT. Its news director claims a seven-man news staff (exclusive of disc jockeys) who staff a twenty-four-hour operation. Another news-and-music independent, KILT uses at least two short newscasts each hour, no ten or fifteen minute shows whatever. They hit the frequency hard, keep a mobile unit on standby, equip their downtown men with five tapes for inserts.

**A**NOTHER new competitor is KTHI (MBS) with a two-man staff and some ambitious plans to make a sizable splash in Houston's already newsconscious waters. It is rigging mobile unit station wagons, looking for qualified personnel, got plenty of comment recently when its newsmen cut thirty-one long distance tapes in ten days from broadcast media reporters in Little Rock on Central High's integration headaches.

The impact of all this coverage is many-sided. The press room at the police station now bulges with reporters of all media at various times. Where the Mayor used to serve three daily newspaper reporters a cup of

coffee at his press conference, he now has a dining room full of newsmen barraging him with questions, the answers to which may be broadcast direct, or filmed, or taped.

**O**BVIOUSLY, this requires the newspapermen to watch the accuracy of their quotes carefully. They also do a lot more digging and background work to keep matching with "depth" reporting the fast, surface coverage the broadcasters excel in.

Possibly of greatest significance is the new "open door" policy in many of the city's municipal, county and state courtrooms. The "no pictures" edict in Houston courts began to crumble in 1952 when KPRC-TV newsreel men began shooting with "existing light" exclusively—along with their newspaper photo colleagues, they began showing criminal court judges, in particular, that photo coverage involved no danger whatever to

courtroom dignity and decorum. The Canon 35 adherents still out number the more liberal-thinking judges, to be sure, but Houstonians—as much as any group of Americans—now see regularly just what happens in important local judicial proceedings. Some courtroom deliberations have been shot sound-on-film, none have yet been telecast direct. However, live pickups of school board meetings and council sessions have pulled good audiences repeatedly.

**W**ITH so many broadcast media men showing up in Houston's courts nowadays, it is apparent to some undecided judges that the arguments about the public's right to see and hear, as well as read the news, do—clearly—have validity. The passage of time and the competitive spirit of Houston's broadcast newsmen should help crumble the Canon 35 barrier still further.

of being "modern" and on several occasions report the purchase of new type and equipment.

**I**T seems Robinson set the pattern and each succeeding owner of the *Item* inherited his flair for plant and format improvement. Today, the *Item*, published in a town of 6,500, has a completely automatic newspaper printing plant—from type setting machines to an automatic web-type newspaper press.

But plant modernization was not the only thing that interested Robinson. He became a prolific editorial writer and his tenacious weekly editorials reflected his concern for the welfare of the people of his city, county, state, and nation.

Most weekly papers in Texas—like the *Item*—consider advertising the business end of the publication and insist the staffs treat it that way. Naturally, a few papers permit large advertisers to influence their editorial policies. But the record shows that these papers are in the minority.

Several shining examples of strong editorial policies can be pointed up in such publications as the *Italy Herald*, the *Conroe Courier*, and the *La-Grange Journal*.

One cannot overlook the fine work of Russell W. Bryant, editor of the *Italy Herald*, and his "row" with the school board.

After pleading with the school board to publish its annual financial statement and allow newsmen to attend all meetings, Bryant used the editorial columns of the *Herald* to enlist public support.

He not only got public support, he got everything he asked for and in addition, earned the "Man of the Year" award at the annual Chamber of Commerce meeting.

**I**N Conroe, the *Courier* struck a blow for freedom of information when Publisher Rigby Owen and Editor Ed Watson dared to print the truth as they saw it about the financial "shenanigans" of one of Montgomery County's public officials.

In the resulting libel trial, both men were exonerated in open court so that the *Courier* could continue to promote the idea of clean government and the people's right to know.

While the handful of Texas metropolitan dailies serve Texans with world news, features, comics, sports, and national and state news, most people agree that the weeklies of Texas better reflect the opinions of the average citizen—in whose hands rest the growth and destiny of the largest state of the Union.

## Texas Weekly Editors Proud Of Community Service Record

(Continued from page 12)

for a political office visited the *Messenger* office to place an ad and get a little free publicity, the next issue of the paper had this to say:

"Last Tuesday, John ———, a well-known politician came by to place an ad with us and otherwise ask for some free publicity. While we need the business, we think the man could have saved money by not getting in the race. We just cannot see how he can be elected."

**W**HY Robinson never was sued for libel or had his life threatened has been a mystery to his newspaper friends. Because of his writings, he became known from coast to coast. The year before he died, Robinson turned down an offer to appear on a national radio program by saying, "I'd rather stay right here in Jewett where it's nice and quiet and peaceful."

Today, the *Messenger* is edited by Mrs. Annabelle Petty, Robinson's daughter, who has dressed up the paper in many ways and merely prints the news. However, there's one thing that readers and advertisers alike insisted she retain: the sprinkling of wrong font type her father used to inject into the ads and news columns.

Another Texas weekly editor who doesn't "give a hang about conventional editing" is Archer Fullingim of the *Kountze News* in Hardin County. Fullingim is having the time of his life blowing off steam about various community projects which he says "need correcting." Fullingim claims his barbs make people think and he has proof that the *News* performs a community service.

On the other hand, most weekly papers in Texas are well-edited, printed in modern plants, and boast of having competent staffs in all departments. They also pay some attention to layouts, well-planned pages, and good typography.

**O**NE such example is the 107-year-Huntsville *Item*, said to be the oldest weekly in the state that has not missed a single issue of publication, founded by George Robinson.

"Item" George as he was known during his career, came to Huntsville from Galveston after turning down a third interest in the *Galveston News* for twenty-five dollars. Robinson wanted to live where pine trees grew, which he believed would relieve his asthma.

The old files of the *Item* indicate that Robinson was a great advocate

# Houston Is Host to 1957 Convention

Convention  
Section



**A** WARM welcome and plenty of Texas-style entertainment awaits the 500 delegates who are expected to attend Sigma Delta Chi's forty-eighth annual convention in Houston on November 13-16. The convention headquarters will be the plush Shamrock Hilton Hotel, where fun will be mixed with an impressive program and the serious business sessions of the fraternity.

Texas is noted for its hospitality and the program of entertainment includes

a barbecue on a ranch near Houston, a shipboard luncheon down the Houston ship channel, and a football game Saturday afternoon between the Texas Aggies and the Rice Owls.

The convention will officially get underway Wednesday, November 13 at 10 a.m. when Mason Rossiter Smith, Chairman of the Executive Council, convenes the Council's annual session. The registration desk will be open all day Wednesday and delegates are urged to plan to arrive early. At 3 p.m.

busses will leave the convention hotel for a nearby ranch for the barbecue and a five-hour entertainment program.

**A**T the opening session of the convention Thursday morning, the delegates will be welcomed by Arthur Laro, executive editor of the *Houston Post* and president of the Texas Gulf Coast Chapter of Sigma Delta Chi. John T. Jones, Jr., president of the *Houston Chronicle* and general chair-





**John T. Jones Jr., president of the Houston Chronicle, who is general chairman of the 1957 convention.**

man of the convention, will give the delegates a preview of the program planned for the three days. Following the keynote address and the report of President Sol Taishoff, the morning session will be devoted to convention business.

**T**HERE will be a luncheon at the hotel Thursday with Robert Cavagnaro, vice president in charge of professional affairs, presiding. The luncheon speaker will be Jake Mahaffey, editor of the Texarkana Newspapers, Inc. At the afternoon session Edward Lindsey, vice president in charge of undergraduate affairs, will be chairman of a panel discussion on "Development of Professional Talent for Journalism." Members of the



**Charles E. Wilson, president of the People-to-People Foundation, Inc. and former president of the General Electric Company, who will speak at the annual banquet.**

panel will include Cavagnaro and James Byron, vice president in charge of expansion.

A reception and cocktail party will precede the dinner Thursday night at the hotel. Hosts for the dinner will be the newspapers and radio and television stations of Houston. Vice President Byron will preside and Prof. Frank James Price, member of the Executive Council and director of the School of Journalism at Louisiana State University, will present the Beckman and Hogate awards.

Friday morning's program will begin with a breakfast for chapter advisers and the annual past presidents' breakfast at 8 a.m. At 9:30 a.m. there will be concurrent sessions for undergraduate and professional chapter delegates to be followed by a luncheon aboard a ship during a trip down the Houston Ship Channel. The delegates will see the famous San Ja-



**Arthur Laro, executive editor of the Houston Post, who is president of the host Texas Gulf Coast Professional Chapter of Sigma Delta Chi.**

cinto Monument and the Battleship Texas, and will pass by an industrial area which represents a billion dollar investment. The monument is located at the site of the battle in which General Sam Houston and a handful of Texans turned back the Mexican Army to assure freedom for the new Republic of Texas.

**T**HE annual model initiation will be held at the hotel at 5:30 p.m. and will be followed by a reception at 6:30 p.m., preceding the annual banquet, always a highlight of the convention. The speaker will be Charles E. Wilson, president of the People-to-People Foundation, Inc.,

(Turn to page 36)



**A busy freeway leads toward the heart of downtown Houston, "metropolis of the Southwest." Six railways, eight bus lines, and ten airlines serve the rapidly-growing city, now eighth largest in the nation.**

# *Scripps-Howard Ernie Pyle Memorial Award*



*for NEWSPAPER WRITING*

*during the year 1957 most nearly exemplifying the style and craftsmanship  
of ERNIE PYLE ★*

Competition for \$1000 cash award and medallion plaque  
open to newspapermen on all U. S. newspapers.

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## INTERNAL MEMO

To: Volney B. Fowler  
Director of Public Relations

From: Bob Innes  
Assistant Director of Public Relations

This is to remind you that it's time to get an ad together for THE QUILL. Last year, you may remember, we told the journalistic fraternity that our outfit, for one, recognizes the excellent job the American press, radio and TV does in covering industry.

Nothing has happened to change our minds. If anything, coverage of business has gotten better as recognition of its importance in the day-by-day welfare of all our people grows. Once again, why not say so?

Bob

# Myth-Taken World Sees Texans As Filthy Rich, Uncouth, Profane

By JIM MATHIS

**W**ORD-wrangling outlanders, peering at Texas through a heavy myth, have ranged this vast hunting ground with relentless and prolific effort for decades.

For the space of a half dozen years after World War II, the volume of words written and published about Texas and Texans was phenomenal. The output was exceeded only by that from Washington, New York and Hollywood.

We were going great guns. For a state with no official public relations bureau or organized publicity outlet, we were reaping a great and beneficial return, without investment. Surely we were a clean-living, God-fearing and widely heralded people. Or so it seemed.

Only recently did Texans awake to realize that the cumulative effect of their publicity had become notoriety, with its accompanying unpleasant aspects. The realization that we were being mythed until it hurt came slowly. No one likes to know that there are people, perhaps many people, who don't like you, even if it is largely a matter of misemphasis or misunderstanding.

**B**UT it was there. Where once the greeting abroad was one of warmth, friendliness and curiosity, we were quite likely to be confronted with suspicion, amusement, scorn and ridicule. We had become typed, stereotyped and daguerreotyped. Our image was cut and dried. We were one of the biggest clichés afloat.

Listen to what the legend says:

Us Texans live amid our Air-Conditioned Towers of Babel in the Land of the Big Rich. We are, among other things, hard-drinking, hard-driving, booted, spurred, Stetson-hatted, big-fisted, profane, uncouth, unlettered, unabashed, loud-mouthed, and heroically uninhibited. Besides, we have bad table manners. And an inferiority complex.

Our men are tall, lean and hungry-looking, loaded with unlimited rolls of cash crammed into tight jeans pockets. Or tucked into \$300 suits with strategic and visible diamonds.



Jim Mathis, a reporter for the Houston Post, who punctures some of the myths about Texas.

They all drink red whiskey for breakfast and divert themselves by gunning down the pobrecitos (little people) and disporting with women and other women.

**A**LL our women are built upon racehorse lines and come wrapped in \$1,000 evening gowns and \$100,000 baubles. They flit in herds hither and yon, desperately reaching for that unattainable culture our Eastern sophisticates hold forth so enticingly from the high-priced specialty shops.

Everybody scurries frantically across the vastness of Texas in fleets of DC-6s and Cadillacs, from one big brawl of a whingding to another, tapping an oil well occasionally for funds.

Our rural people, bless their low-rated souls, universally dip snuff, eat clay for stomach ailments and depend upon forked twigs for witching rods in the search for water.

Geographically, the legend goes on, our state is a horrendous diversity

in movement, a land forever whipped by Blue Northers, sand storms that rip the paint from cars, gully-washing rains and stupefying heat.

**W**E are addicted, the writers say, to bigness for the sake of bigness. We are a land of Big People with Little Minds and Little People with No Minds. We are classed as regionalists, provincialists, feudalists, egotists, and plain damn ignoramuses.

Our newspapers, we are told often by the Texas baiters, are impotent and fail to inform. Our editorial staffs are Organization Men. Despite ardent searches, there is only one "maverick-independent" newspaper in the whole state.

Texas politics are invariably scandal-ridden, guided always by Big Money, run by Force Plays, and generated by Fear. State nationalism afflicts our politicians, even those who lead parties and the nation from Washington. Texas money in national politics is red-flagged as something shameful. Texan intervention in a national affair is viewed with all the alarm of a Bulganin suggestion. Even organized labor in Texas has been called the "most conservative and cowed body of unions in the country."

We oppress the poor and deify the rich, it is insisted. One writer, the late James Street, said of Houston and Texas: "The rich get richer and the poor have chillun, ain't we got fun." The Communists, from France, cry out against "shocking buffooneries, undressed clowneries under the sign of the Colt, the bare thing and the horned toad" in Texas.

Not long ago, a Harvard anthropologist and thirty assistants watched us wriggle in clinical detachment and concluded that Texans were a classic example of Subcultural Continuum.

**I**N the panorama of criticism of Texas, the trinity of boastfulness, nationalism and lack of culture continually emerged.

Here, then, is the reflection of Texas in the mirror of national opinion, or at least in the mirror held up by



visiting writers. The state and its people had become the sure-fire laugh for comedians, replacing even Brooklyn. Our Tall Tales, product of a heroic age and moulded from a pinch of truth, a dash of braggadocio and too much imagination, have been turned against us. No Texan anywhere could escape the general tendency by non-Texans to tag all Texans as upstart liars and boring braggarts. If the South, as many scholars contend, had become the nation's whipping boy, then Texas was the exposed rear end.

**T**EXANS, long a stiff-necked and horribly independent people, have only recently agreed that we helped create the image. A sort of feed-the-viper-and-let-him-bite approach. Visiting writers were encouraged and cozened along the traditional trail.

The customary trip through Texas normally began in Dallas or Houston, took in the Shamrock and Nieman-Marcus, a millionaire oilman or two or several, and the collection of a book or two of Tall Tales. Few writers outside of native sons have ventured beneath the oil and marble facade. Edna Ferber, she of the swooping bold black strokes, only painted on the surface.

The rules of magazine coverage and writing on Texas are as cruel and inflexible as the Spanish bit once used to curb the unruly mustang. In the beginning, there must be Tall Tales. Texas without Tall Tales is chili without pepper. Oil riches and the depletion allowance must be explored and deplored. Much of it is designed to embarrass, harass and ridicule the people who had been so hospitable a few days ago.

**U**NION General P. H. Sheridan went down in posterity as the man who wrote and said that if he "owned Hell and Texas, I'd rent Texas out and live in Hell." There is no conclusive evidence as to where Sheridan has taken up residence, but had he been able to rent out Texas all the Sheridans to follow would have had it made.

It is difficult to ferret out the truth, which should be our defense, in all this mass of myth. Stanley Walker, Texas' Lampasas sage, once wrote: "It is hard to lie about Texas; likewise it is hard to tell the exact truth."

Some say there is enough truth in all these exaggerations and distortions to make them ring true. We even carry the seeds of exaggeration wherever we go, because a great



Convention headquarters will be the famous Shamrock Hilton Hotel, luxurious fifteen-story structure located four miles from downtown Houston.

many Texans simply can't resist acting out the expected role.

A few positive steps to better our public relations have been taken. Jake L. Hamon, first of the highly individualistic independent oilmen to serve as chairman of the American Petroleum Institute, has warned oilmen to stay off the cash and braggart kick or face possible loss of their depletion allowance through misunderstanding. It has never been so quiet.

Go with a delegation of Texans to New York City now and you see fewer white ten-gallon hats and colored cowboy boots and more business suits. Those who don't conform are cold-shouldered by their compadres. They are no longer heroes.

**O**UR politics are of a special variety, with our politicians always in the saddle or biting the dust or corraling something. So say the news magazines. Texas has always inspired newspaper editorial writers and columnists to either heights or depths, depending upon how you look at it.

A writer must approach Texas, experience and research shows, with an all-seeing eye, a blistering phrase, a few highly imaginative coined words

and superlatives. Armed with these weapons, the writer can outdo himself and wither Texas in a blast of a sentence, a phrase or a column. He is thereafter doomed to wide acclaim, reprints and possibly historical significance.

**W**E are wearing our statehood pride quietly in reserve, with the same esprit de corps of the Marine Corps belt buckle. It is there if we need it. We are sending fewer political aberrations to Washington.

Some few hope we are becoming more tolerant of satire aimed at our foibles—gasconade or braggadocio being the worst. There are even national magazines—like *U. S. News and World Report*—who have been led into quiet and factual reports.

We are realizing that Texas newspapers can help by cutting out their own bombast. On the day after the first of six articles decrying the intangibles of the problem ran in the *Houston Post* on June 23, an irate subscriber mailed in two clippings from the same issue.

Scrawled across the face of one item of gasconade were these words: "Is this what you meant?"

It certainly was.

# Rich in Oil and History, Houston Glitters With Tourist Attractions

By LOUIS ALEXANDER

**T**HERE'S a story still going the rounds that Houston's Jesse H. Jones signed his name to a blank check and told the Democratic Party to fill in whatever amount it took to outbid other cities for the national convention.

The late Jesse H. Jones wasn't an oilman, but he was a Texan. So the 158,000,000 residents of the other forty-seven states are prone to believe the tale of how the 1928 Democratic convention wound up in Houston.

Members of Sigma Delta Chi will have an opportunity to check this story, and tall tales that are about oilmen, when they circulate around Houston during the 1957 national convention. One such story is that when oilman Hugh Roy Cullen announced a trust fund gift of \$80,000,000 to start the Texas Medical Center—not far from the convention hotel—he had to call the newspapers back the next day to admit an error. The gift was closer to \$160,000,000.

When you come to Houston, you will note that oil and water have mixed to make the concrete of this fabulous city, eighth largest in the nation. Houston wasn't founded upon oil, and water was fifty miles away in the Gulf of Mexico when Jesse Jones and other builders set out to make their city a big place and a prosperous one. In 1915, they succeeded in pushing to completion a federal project which opened the Houston Ship Channel. Houston became a deep water port for exporting cotton and rice.

**S**UCCESSIVE discoveries of oil in East Texas made Houston an oil port, too. More tonnage now moves through the Port of Houston than at any port city in the nation, except New York and Philadelphia.

Although Houston offers many fascinating tourist attractions, visiting journalists will be particularly interested in its three competing newspapers. A constant editorial and circulation battle is waged by the morning *Post*, the afternoon *Chronicle*, both independently owned, and the *Scripps-Howard Press*. For good measure, two television stations and

five radio stations maintain substantial staffs for local news coverage.

The Southwest's major metropolis has provided its share of government officials. These include Mrs. Oveta Culp Hobby, editor of the *Houston Post* and the nation's first Secretary of Health, Education and Welfare; Will Clayton, former Assistant Secretary of State; Douglas MacGregor, former first assistant Attorney General; Mark Edwin Andrews, former Assistant Secretary of the Navy; and Dillon Anderson, one-time liaison man between the President and the National Security Council.

**W**ELL-KNOWN Houstonians also include Eddie Dyer, former manager of the St. Louis Cardinals; Mrs. Howard Lee, better known to movie fans as Hedy Lamarr; and Tommy Sands, who is stepping on the heels of Elvis Presley.

The city is rapidly becoming the cultural center of the Southwest. Directed by Leopold Stokowski, the

Houston Symphony Orchestra is one of the finest musical organizations anywhere. The Houston Opera Association has merited coverage by national magazines. There are also a Gilbert and Sullivan Society, a Chamber Music Society, and a Civic Music Association.

**H**OUSTON'S Museum of Fine Arts maintains a permanent exhibit valued at \$4,000,000. The Museum of Natural History is open all year. Within walking distance of the Shamrock Hilton Hotel is the unusual Contemporary Arts Museum.

Because of its soaring reputation, Houston's 163-acre, \$100,000,000 Texas Medical Center attracts thousands of tourists annually. A great concentration of institutions for medical research, training, and treatment, the Center serves as a convention site for numerous medical associations.

Most famous sight in Houston is the San Jacinto Battleground. Here

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University of Houston coeds are ready to dish out a real Texas barbecue when Sigma Delta Chi delegates meet in Houston for the annual Convention November 13-16. The pretties are Jerrie Faye Rabon, left, and Barbara Hoff. One of the events of the convention, the barbecue will be held at oilman R. E. Smith's ranch near Houston.

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# Six Texas Undergraduate Chapters Work Together for Sigma Delta Chi

By PROF. DONALD D. BURCHARD

SIX undergraduate chapters and seven professional chapters work together to make Texas one of the strongest states both in number of chapters and in Sigma Delta Chi membership.

Of the undergraduate chapters, the one at the University of Texas not only is the oldest in the state but is one of the oldest in the fraternity. The youngest chapter is at Texas A & M. It was chartered in 1954, just six years after journalism was established there as an independent department.

Three years after Sigma Delta Chi was founded at DePauw University, nine University of Texas students applied for a charter. This was granted and was signed by National President Laurence A. Sloan on March 15, 1913. The chapter elected the University's information officer, W. D. Hornaday, as an associate member and as the first addition to the charter list of active members elected Lynn W. Landrum, now an editorial writer for the *Dallas Morning News*.

The second chapter in the state, at Baylor University, was chartered in 1929. The charter was withdrawn in 1931 and reinstated in 1946. Although it did not exist during World War II, the chapter has remained solvent and today is flourishing and carrying on an active program. Among the chapter's money raising schemes are picture taking at social functions and selling advertisements for the yearbook.

Baylor graduates now are working on the staffs of nearly every major newspaper in Texas. In recent months, the chapter has sent David Craighead to the *Associated Press*, Tom Williams to the *Odessa American*, Hal Wingo to the *San Antonio Light*, and Tom Broce to the *Waco News-Tribune*.

THIRD oldest chapter in Texas was established on January 13, 1931, at Southern Methodist University in Dallas. Always a colorful chapter, SMU names as its first initiated member Dad Henning, generally credited as being the "Father of the Journalism Department." He was first



Donald D. Burchard presents a progress report on Sigma Delta Chi, Texas style.

"loaned" to SMU by the *Dallas News* to set up some journalism courses. With H. R. Knickerbocker, the famous correspondent, he built the department from a small framework in the English Department. Knickerbocker remained with the University only a short time.

AMONG the SMU alumni are two father-and-son teams: W. H. Bradfield, Sr., publisher of the *Garland News* and the *Texas Mesquiter*, and W. H. Bradfield, Jr., editor of the two newspapers; James N. Allison, Sr., publisher of the *Midland newspapers*, and his son James, Jr., associated with him.

THE Southern Methodist Journalism Library is named in memory of an alumnus, Eugene Key, a Marine officer killed at Tulagi, Solomon Islands. His parents gave \$500 to establish the library in his memory and staff members of the *Dallas Times-Herald*, where he had worked following graduation, raised \$400 more. Interest on this \$900 is used to add to the library annually.

AMONG the long list of professional member initiates and those who have entered the profession are many of the top men in Texas and regional journalism. Many initiates are in the journalism teaching field. They include Bruce Underwood, University of Houston department head; William T. Tardy, North Dallas High School; C. E. Shuford, North Texas State College department head; James E. Roebuck at East Texas State College; David Bergin, University of Oklahoma; and N. S. Patterson, University of Missouri.

The University of Houston Chapter, at another school located in a metropolitan center, has had a relatively short but active life. Because many of the members work on Houston newspapers, a close relationship has existed with the daily publications. Chapter membership in most years has been rather small, but an active program continues to be carried on.

NEXT to youngest chapter is at North Texas State College, installed in January, 1954. Nineteen men were in the petitioning group that was unanimously approved at the St. Louis Convention. Since being admitted to the fraternity, the chapter has worked to strengthen its financial and professional programs. Monthly chapter meetings include a luncheon at a local cafe, followed by a business meeting. Each month an evening meeting features a professional speaker, and the group has worked with both the Press Club and with Theta Sigma Phi in co-sponsoring speakers. The chapter has played a major role in sponsoring the Journalism Department's annual Journalism Day. Funds are raised from the sale twice yearly of advertising space on a desk blotter.

Located at a land grant institution, the Texas A & M College Chapter is in a department that specializes in training for the non-metropolitan field, although its alumni today are working for metropolitan newspapers and in the trade and business magazine field as well as in radio and television. Since all of the faculty members are active in the Texas Gulf

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Delegates to the convention can find landmarks in downtown Houston from this aerial view of the central business district. 1. The Gulf Building, the city's tallest structure. 2. The Esperson Building. 3. Bank of the Southwest Building. 4. Rice Hotel, built on the site of the first Texas capitol, it houses the Press Club of Houston and the Petroleum Club. 5. First City National Bank Building. 6. Foley's largest department store in the South. 7. Harris County Civil Courts Building. 8. Harris County Courthouse. 9. Texas State Hotel. 10. Lamar Hotel. 11. Houston Chronicle. 12. Houston Club Building.

# Texas Writer Blasts His Critics, Defends 'Back Yard' Language

By FRED GIPSON

**W**HEN my book, *Cowhand*, came off the press, the literary wolves tore into it, as is their habit. They wooled and worried it around considerable before turning it loose, sort of frazzled around the edges, but not too much the worse for wear and tear.

But I'll have to admit that I got real put out with one of them ducks. He's the wickerbill who pawed up so much sand about the brand of English *Cowhand* was written in. He blew up a regular storm about it. Called my language "Texanese" and let on that the words I used were the off-brand sort a man ought to feel ashamed to be caught out with in polite company.

Well, dog take his high and mighty ways! To my notion a book belongs to be written in the language of the people it's telling about. I know that after I had written a novel called *Hound Dog Man*, a whole passel of folks, mostly Texans and Southerners, told me how pleased they were to read a book in the language they were used to talking.

I'd give a pretty to have the experience and learning that's let me chew the fat with any man anywhere in his own private back yard tongue. On the other hand, my ignorance of nearly every speech but Texan doesn't make me ashamed.

**T**EXAN is a soft, slow, easy-going sort of talk, not quite so flowery and pretty-sounding maybe as Spanish, but mighty easy on the ear. A man can sure be comfortable with it.

Which isn't a thing I can say for some talk I ran onto back East a couple of years ago. As far as I know, what I heard was correct enough English. Where I fell out with it was in having to hit and hold such a fast trot to keep it from getting away from me.

I'd gone up to New York to run the trapline I keep baited for book publishers and magazine editors and anybody else that can be skinned for profit. Got caught in one of those guzzling parties publishers sometimes throw for writers on the off-chance that some critic will drink himself into writing a rave review of the writer's book.



A native of Texas, Fred Gipson, author of several novels, discusses the language peculiar to his state. Gipson writes like he talks, and he talks "Texanese."

I ended up at the bar with a couple of woodpeckers who hammered away at me with machinegun-fire talk while we bent elbows and got as thick as three in a bed.

But the party was half over before I caught onto anything either of them had to say. Finally learned that by keeping on my toes and listening about as fast as I'm used to doing, I could grab the first three or four words they had to say and hold them until they made sense. But if my new drinking partners ever said more than three or four words at a time, I was like a slow hound on a fast trail. The longer they went, the colder the scent got.

**I** NEVER did learn what was crowding them into such hurry-up talk. There was plenty of liquor right there, so we weren't fixing to go off anywhere else.

Now the talk of us Texans is somewhat slower than that, I'm happy to say. Nobody has to run till his tongue hangs out, trying to keep up with it. It's handed out to the listener, one word at a time, with room to breathe

in between, so that nearly anybody's got time to hear and examine each word. It's also got its own special flavor, so that it can be spotted by almost anybody anywhere.

I recollect how on that same trip a New York cop got my wife so flabbergasted that she hasn't hardly got over it yet. Like a woman will, she got the urge to prowlf off downtown and putter around in them big department stores. But she never one time thought to take sight on the sun and get her bearings before pulling out. So, of course, she got lost.

**S**HE was sure in a pickle. She knew the hotel was right close, but she couldn't locate it at all. And the idea of having to ask some stranger for direction hacked her the worst in the world.

But there wasn't any other out. She was up a tree. It was either ask and look country, or look city and stay lost. So she finally raked up enough courage to ask a cop.

It's a mortal fact, she'll tell you right today, that all she said to that cop was, "Excuse me, can you tell me where the Hotel Bedford is?" But evidently that was enough. A grin spread over the cop's face like a wave on a slopbucket before he asked: "Well, bless your heart, honey. What part of Texas are you from?"

We studied on it some, but the only answer we could come up with was that Texas speech is different. When you take into consideration how long in time and miles and history our Texas talk has been dragged around, it stands to reason that it would be different.

**T**HE first settlers to land at Plymouth Rock naturally brought along the speech they'd developed back in England. Well, when they got over here, it come to them that the speech they'd been using on the streets of London didn't quite fit their needs for dealing with the raw, new land full of Indians and wild animals. So they made some changes. And then, years later, they carried that speech over into the hills of Tennessee and Kentucky.

There they distilled it, along with

corn squeezings, so that generations later they were using the same language they'd brought with them, pure as their moonshine. About the only change they'd made was in slowing it down to the speed of molasses on a cold morning, and adding a nasal flavor to it. By preserving it so faithfully, the hillbillies made their language a separate and individual thing from the talk spoken by other parts of the country more amenable to change.

**T**HEN when the hill people brought their language with them down into the Piney Woods country of East Texas, they mixed in a little Negro slave talk, a little Cajun, and a little Mexican. That took some overhauling and reworking.

And they had to rework it a little more when, like my folks did, they left East Texas and came on out to dry-land farm, here in the center of the state. I've heard tell that talk out here was influenced some by the dust storms. Some foreigner probably started the rumor that it's so drouthy and dusty and windy here that a man has to stop between words

to keep the blowing sand out of his mouth. But it's a dirty lie. There's been several times in my lifetime I've seen it rain here.

Well, with all that reworking and overhauling, a language is bound to take on some new words and fresh expressions and different meanings.

Hill Country Texan differs from the speech down in the Piney Woods of East Texas and from the kind used further West, say out in the Pecos Country. But the difference generally is mighty little.

If an old East Texas boy were to pocket his cotton-picking money and head for town to rig himself out in some new duds, he'd generally call for party clothes. The same dry goods here in the Hill Country would very likely be Sunday clothes. While if a Pecos cowhand were to buy them, they'd be his town-going garments.

**I**N about the same way, if the love-bug were to bite these three boys so that they spent a lot of time building up to some girl with sweet talk, folks would say that the Piney Woods boy was fixing to woman, the Hill

Country boy was tampering with a girl, while the cowhand in the greasewoods would merely be horsing around.

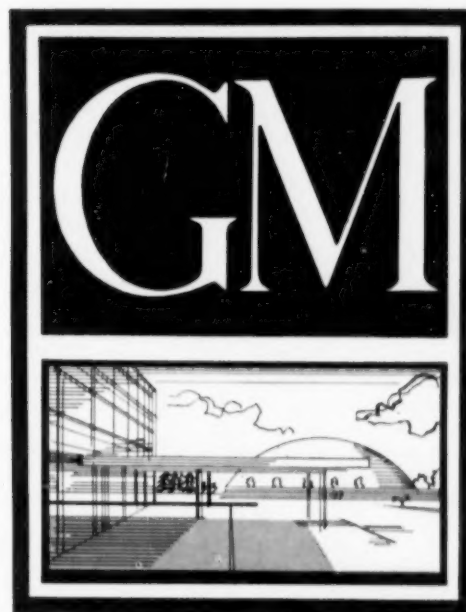
**B**UT such little differences in terms don't pack a lot of weight. With Texans on the go all the time, it's getting so you're liable to hear any one of these expressions used anywhere between the Panhandle and the Rio Grande. Just nearly any place in the state you can find people who set up with their sick, who'll go for woman-cooking a lot faster than for restaurant grub, who'll wait for the wind to lay before they go hunting or fishing, and who'll fist fight you all over a two-acre piece of ground if you are not careful to keep your jaw bridled.

All over Texas, folks come to visit a spell. And they'll tell you right off they don't want you or your woman to put yourself out none on their account, that they're not expecting fancy fixings and will be glad to make out with whatever can be thrown together without too much trouble.

(Turn to page 35)



View of the Houston Ship Channel, which serves the Port of Houston, now third in the nation in total tonnage. Delegates who will travel down the Ship Channel Friday will see the famous San Jacinto Monument, which marks the site at which Texans won their independence from Mexico.



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THE QUILL for November, 1957



## State Association Is Unique Feature of Texas Program

By JACK BUTLER

**T**HE Texas Association of Sigma Delta Chi was organized in 1953 to offset a well-known Texas failing—reticence about the good things the state can offer. It went on to greater things, after an hilariously confused first year.

The association promotes a program, in cooperation with the Texas Press Association, to recognize landmarks in Texas journalism. Markers have been erected in Nacogdoches at the site of the first Texas newspaper, the *Texas Gazette*, and at Harrisburg near Houston at the site of the "Voice of the Texas Revolution," the *Telegraph* and *Texas Register*.

There is also a program to promote new professional and undergraduate chapters, and to shore up chapters in trouble. Since the state organization was formed, there have been new professional chapters founded at San Antonio and Waco, and a collegiate chapter at North Texas State College. There has been an effort to increase Texas' participation and standing in the fraternity's affairs.

**B**UT in the beginning—well, in the beginning it was different. There is an old story that has run around

Texas since the revolution—the TEXAS revolution, of course. It concerns the Tennessee volunteers who walked hundreds of miles across the then wild country to "protect their rights" in Texas' fight with Mexico. Doubtless there were officers of the fraternity that first year who felt that gripes issuing out of Texas were just as well-based as the "rights" of the Tennessee volunteers.

**I**F the idea for a state association could be traceable to one brain, it would be the brain of A. Pat Daniels, then president of the Houston chapter and second president of the state association.

Like "B. O. Plenty," Pat was one of several boys who crossed the country—not in a covered wagon, but rather on a Burlington Zephyr which hauled a Texas delegation to and from the convention in Denver.

Others were John Ellis, Delbert Willis and W. L. Redus of Fort Worth; and Darby Hammond, then of Austin. The conversation turned, as it was wont to do in those days when Sigma Delta Chi members from Texas got together, to the "long train of abuses and usurpations"—either fancied or real.



Jack Butler, who served as first president of the Texas Association of Sigma Delta Chi, tells how it was organized and how it has fared.

**U**PSHOT of this conversation was that when the group reached Texas, Delbert Willis called me.

"We decided to organize a state association of Sigma Delta Chi chapters," he said.

"That's nice," I said.

"We decided you would do it," he added.

Their reasoning, it developed, was that the national president, Charles C. Clayton, had named me state chairman. He had named me state chairman because I went to the national convention. I went to the national convention because the Fort Worth chapter paid my way because I was president. Thus do weighty matters hang or fall on minor coincidences.

**W**HEN the handbook for organizing state associations is written, the preamble should contain this word of caution. Let the organizer be only a man with a secretary. If you want to know what caused the paper shortage in those years—1953-54—here's the answer: letters written concerning the state association. City editors—at least city editors of the *Star-Telegram*—do not have secretaries.

It's amazing, really, but when the organizational meeting of the Texas association was held in Austin on May 15 and 16, 1953, there were 150 delegates registered. These came from professional chapters in Austin, Dallas, Fort Worth, and Houston, and undergraduate chapters in the University of Texas, Southern Methodist University, Baylor University and the University of Houston.

(Turn to page 36)

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## Can you answer these questions about taxes?

**Q:** Do you pay taxes in your electric bill?

**A:** Yes. In fact, about 23¢ out of every dollar on the average family electric bill goes for taxes.

**Q:** Does everyone pay this much tax in his electric bill?

**A:** No. Several million American families and businesses pay a far smaller tax—only a fraction of the tax you and most people pay.

**Q:** Who are these "privileged" people?

**A:** People who get electricity from federal government electric systems.

**Q:** Why don't they pay the same taxes you pay?

**A:** A strange twist in federal law exempts them from paying most of the taxes in electric bills that you pay *because they get their electricity from federal electric systems.*

**Q:** Isn't that unfair? Shouldn't every American pay his fair share of taxes?

**A:** Yes. American standards of fair play call for each citizen to pay his fair share of taxes.

America's Independent Electric Light and Power Companies\*

\*Company names on request through this magazine

THE QUILL for November, 1957

## Texas Writer Defends Use Of 'Back Yard' Language

(Continued from page 30)

But they sure do appreciate a woman who sets a good table; only before you call dinner, they do expect you to invite them to wash up and comb first.

And, since it's not mannerly to eat and run, the chances are they'll still be on hand later in the evening when you might feel the need to strike a blow for liberty. That is, if your little woman isn't the kind to raise a fuss when you haul out a bottle.

AND they'll strike with you, blow for blow, claiming that the only way is to drink it straight, but generally calling for a little bit of branch water to cut it with, on account of they've been slightly off their feed lately. Not enough water, however, to put out the fire, understand. Anybody who'd ruin good whisky, mixing it with a lot of junk and drinking it she fashion, don't belong in Texas.

Texas town talk is something different from the rest. Yet when a man comes right down to trying to single out this difference he soon finds himself working in a mighty thin shade.

IN spite of all the language scholars and expert teachers of English, country folks have had more to do with our speech than anybody else. And I reckon that's been true in every country, all down through the ages. But now, what with the coming of the Radio and Television Age, I can see where that situation is liable to be swapped about in a hurry.

I figure it will be no time now till the town folks'll be taking over the whole show, and every Texan will be talking just like every other Texan, and all Texans will be using the same speech that everybody in the whole English-speaking world will have picked up from the radio and television sets.

## Houston Attractions

(Continued from page 25)

the San Jacinto Monument towers (higher than the Washington Monument, naturally!) over the prairie where General Sam Houston and a handful of Texans stampeded Santa Anna's Mexican army almost twice their number. Also at the Battleground, anchored permanently in a slip off the Houston Ship Channel, is the Battleship Texas, which served the nation in two world wars. The ship is open to tourists the year around.

CONVENTION goers attracted to the glittering lights of city life need not get far off Main Street for an evening's amusement. Private clubs and night clubs offer excellent food and the biggest names in the entertainment field.

There is one hazard in coming to Houston for the Sigma Delta Chi convention, however. When you return to Detroit, Boston, Fort Wayne,

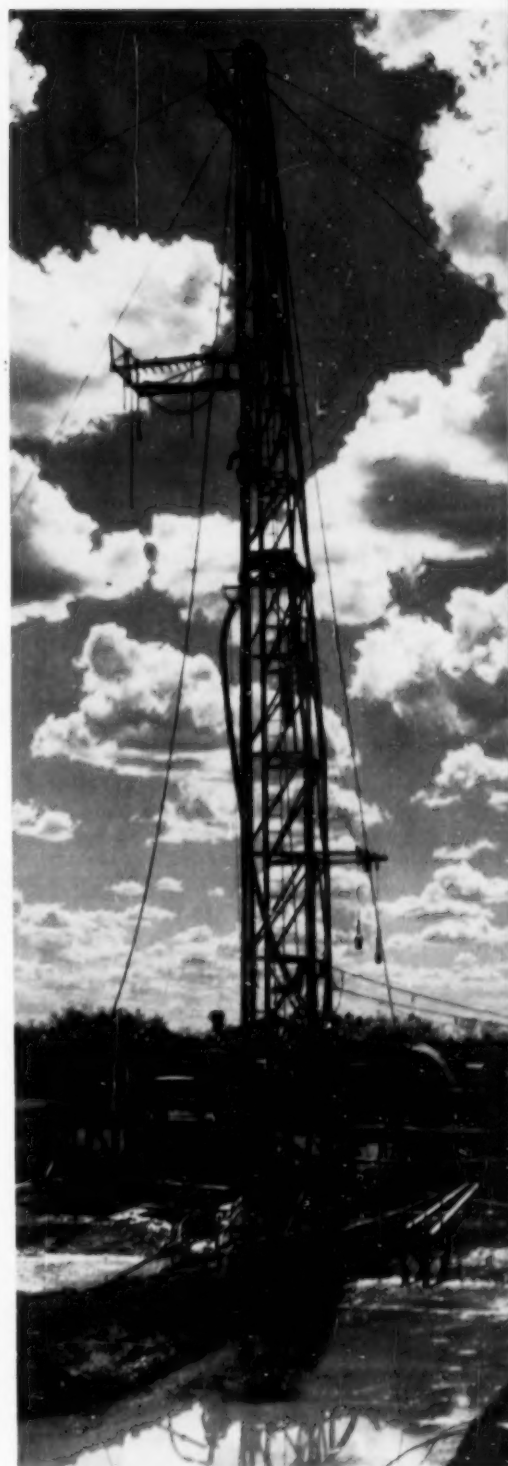
and Portland, you may find yourself making true statements about Houston which no one will believe.

## Undergraduate Chapters

(Continued from page 27)

Coast Professional Chapter, an especially strong program of professional speakers is featured.

THE chapter sponsors the Texas Junior College Press Association, provides an annual Texas Journalism Honors Day for selected high school senior boys, and with the department conducts an annual mechanical conference for the Texas Press Association. Since A & M is a strong military school, most of the members enter the Armed Forces for a period of active duty immediately following graduation. Alumni are found on the Dallas Morning News, as editors of a number of weekly newspapers, with several small city dailies, and with state and regional radio stations.



Texas sky silhouettes oil well drilling rig.



# Texas Has Active State Association

(Continued from page 28)

**B**Y virtue of the national job, I was temporary president. Other temporary officers included Darby Hammond, Donald Burchard of Texas A & M and Allen Duckworth of Dallas for vice presidents; Pat Daniels for secretary; and Ike Ashburn of Austin for treasurer. There were also professional and undergraduate councilors, one from each chapter.

Naturally, since no one knew what we were doing, the temporary officers were immediately elected permanent officers. Committees were named closely following the national organization.

We did do some serious things. Allen Duckworth had labored hard and long to write a constitution, and he presented it and it was adopted almost as presented. During the process there was a rather hilarious amount of confusion, abetted by amateur par-

liamentarians from the capitol press room. But Duckworth, known as the Senator from the Dallas News when he covered the State Senate, had put together a constitution under which we still operate.

To help give the organization a send-off, Governor Allan Shivers, also a member of Sigma Delta Chi, dropped by and commended our motives. We voted to help North Texas State College obtain a charter, and patted some state legislators on the back for trying to make public business public by open meetings.

**N**ORTH Texas State College has had a chapter for several years now, but the public business thing is still open for improvement.

The fledgling administration had only one really big aim. That was to let the long-suffering newsmen in the organization have as much fun as possible. By the time the second convention met in Fort Worth in October (five months later) the Fort Worth chapter had done much to achieve this purpose. The convention was labeled the second UN-annual convention by Pat Daniels.

Lloyd Turner, member of the Fort Worth chapter, had planned the affair. There was a box lunch before the TCU-A & M football game, a cocktail party, a dinner dance and a champagne breakfast.

But we did do some serious things, again. We launched a program to promote a special railroad car to the national convention, and named Duckworth to head the delegation. Chris Hobson, Texas & Pacific Railway PRO, was asked to describe the car. He reported it was a Katy Texas Special car—"very nice, Lincoln's funeral car."

**W**E also had some committee reports. The word "some" is used advisedly. Pat's minutes note: "Mr. Butler then called for committee reports, explaining that some of the committees didn't know what they were supposed to do, he didn't know what they were supposed to do, and 'as far as I can tell, they're not supposed to do anything.'"

Weldon Hart, chairman of the program committee, wrote a report "in brief." It stated: "The committee has not met. There is no report."

"Without meaning to be unduly critical," the report added, "one can hardly refrain from pointing out that unless the president does a better job of selecting committee chairmen in the future, the success of this organization is far from assured."

The third unannual convention was in Houston the following March. The announced reason was because we felt it better to have conventions in spring rather than fall, and eighteen months would be too long to wait. This was rather odd, since the reason we had one in October was because we had decided in May that fall would be better than spring. Possibly the real reason was we had a good thing going, and didn't want to let it drop.

**P**AT and his boys didn't fail us at Houston. The convention included a cruise down the ship channel to a wonderful place to eat, a dance at the Shamrock, Houston's famous flashy hotel, and two or three other nice parties.

Most important, they finally got around to electing new officers, and Pat was made president. Then the association really began to roll.

Every convention since then has been a place to have fun. It's known as a time to bring the wife and have a ball. The fact that the association has taken up several serious pursuits has not interfered with that idea. Attendance is always several hundred.

One more thing. Texas has become one of the most docile delegations at the national conventions. After you blow off steam at the state meetings—it's easier to relax and have fun at the national.

## Convention Program

(Continued from page 20)

and a former president of the General Electric Company. The honor awards will be announced.

**A** BUSINESS session Saturday morning will precede a luncheon at which Morris Frank, columnist for the Houston Chronicle, will be master of ceremonies for a program of entertainment. The football game in the afternoon is expected to be one of the top games in the Southwest.

Assisting the Texas Gulf Coast Chapter in planning the convention is the University of Houston undergraduate chapter, as well as the other Sigma Delta Chi chapters of Texas and both the professional and undergraduate chapters of Theta Sigma Phi.

THE QUILL for November, 1957

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THE QUILL for November, 1957

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ATLANTA — WASHINGTON

ATLANTA — CHICAGO

ATLANTA — CINCINNATI

ATLANTA — MIAMI

ATLANTA — HOUSTON

ATLANTA — NEW ORLEANS

ATLANTA — JACKSONVILLE

ATLANTA — DALLAS

ATLANTA — BIRMINGHAM

BIRMINGHAM — DALLAS

HOUSTON — ST. LOUIS

HOUSTON — NEW ORLEANS

CHICAGO — MEMPHIS

CHICAGO — ST. LOUIS

CHICAGO — NEW ORLEANS

CHICAGO — CINCINNATI

CHICAGO — MIAMI

NEW ORLEANS — DALLAS

NEW ORLEANS — HAVANA

\*NEW ORLEANS — BIRMINGHAM

HAVANA — CARACAS

MIAMI — JACKSONVILLE

PHILADELPHIA — WASHINGTON

\*one way

## The Book Beat

**N**ICHOLAS SAMSTAG has been connected with *Time Magazine* for the last eighteen years, and he is now director of promotion for the publication. He is the author of "Kay-Kay Comes Home" and a number of articles on promotion and advertising. Out of his experience he has now written "Persuasion for Profit" (The University of Oklahoma Press, Norman, Okla., \$3.75).

The author defines promotion as "the procedure of distributing as

widely and persuasively as possible those truths which it is to your advantage to make known." For the practitioner, the field in which promotion can be employed includes advertising, merchandising and public relations. Much of the material in the book is primarily directed at advertising and merchandising, but many of his ideas can be applied to newspaper promotion and to the whole field of public relations.

There is a tendency on the part of many newspapermen to view with skepticism the ideas—and sometimes the results—of promotion. Such skeptics owe it to themselves to learn a little more about what the promotion, public relations and advertising folks are doing and talking about. This book offers a fine opportunity to do so. For the professional practitioner, there are some things, I suspect, which will provoke disagreement. There are other ideas which probably will be borrowed and used. For the beginner, it offers a challenge and much practical advice. Chapters newspapermen will find of special interest are "Writing for Persuasion; The Writer, The Writing, The Editing," and "The Promotion Man: His Status and His Conscience."

—C. C. C.

**E**XPANDED enrollments in colleges as well as an increased interest in mass communication by social scientists has created a market for general books on mass media. One of the latest is Columbia University Professor Erik Barnouw's "Mass Communication" (Rinehart and Company, Inc., New York, \$3.50). The book carries two subtitles: "Television, Radio, Film, Press" and "The Media and Their Practice in the United States of America."

Professor Barnouw is in charge of Columbia's classes in radio, television and motion pictures, and editor of the Center for Mass Communication at the Columbia University Press. The author breaks his subject into four general parts: History (48 pages), Psychology (50 pages), Media (102 pages) and Sponsors (69 pages). Several pages of bibliography are included at the end of each part.

Professor Barnouw writes in an easy, simple style which would make his book of great interest to the general reader. The emphasis on the psychology of mass communication in the book is especially good. His section on sponsors seems somewhat extensive unless, as may be the case as in-

dicted by the second subtitle, the book is intended for foreign readers.  
—D. F.

**M**OST editors are concerned with translating the "dead" language of their reporters. In "Extinct Languages" (Philosophical Library, New York City, \$5) Johannes Friedrich, a distinguished archaeologist and professor at the Free University of Berlin, tells the fascinating story of how hieroglyphics of ancient Egypt were deciphered and outlines some of the writings which science has not yet been able to decipher. Written in language a layman can understand, it is a fascinating account of what the author insists is one of the "outstanding achievements of the human mind."

**M**UCH journalistic effort is put into predicting the elections and into election post mortems. The reader has the advantage of all the experience that the veteran political reporter has gained in covering politics on several levels. The reporter has covered many events and has talked with many people with varying degrees of knowledge, sagacity and honesty.

In attempting to predict, as well as in analyzing the results, a thorough grasp of historical precedents will



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help. The political reporter of the future will benefit much by the twenty-five years that have gone into the production of "A History of Presidential Elections" (The Macmillan Company, New York, \$8.50) by Dr. Eugene H. Roseboom of the History Department of Ohio State University.

In this 568-page indexed and annotated book, Dr. Roseboom says his purpose is to present the essential facts about conventions, campaigns, and elections, briefly to assess the effectiveness of Presidents and other important party figures as political leaders, to indicate the more significant Congressional struggles of a political character, and to explain the trends of politics in the social and economic settings of the different periods, with particular attention to periods of change.

The professor has done his job well and has performed a service by pulling together much material that ordinarily would be very difficult to locate. It most certainly is not available in handy form elsewhere. Professor Roseboom apologizes for the selection which he so obviously had to make because he was covering so many campaigns, so many candidates, and the consequences of these events and peoples in various states.

The journalism student who is thinking of political journalism as a career should study this book thoroughly. The working newsman will profit much by reading it.

DICK FITZPATRICK

**N**OVELIST William Faulkner wrote sixteen sketches for *The New Orleans Picayune* when he lived in that city for six months in 1925. These pieces, including some notes, have been published as "William Faulkner: New Orleans Sketches" (Rutgers University Press, New Brunswick, New Jersey, \$4.50). Three of the sketches from the *Times-Picayune* Sunday feature section have not been published before and the publication of the others was scattered.

**L**OOK humor editor Gurney Williams has gathered together the funniest epigrams, anecdotes and

verses from the Cowles publication for a new anthology, "Look on the Light Side" (Prentice-Hall, Inc., Englewood Cliffs, New Jersey, \$3.95).

**C**ERTAINLY the most common self-criticism addressed to newspapers by people most closely identified with them is the comment that despite obvious facilities and advantages readily available, newspapers in general neglect to tell their own story, in their own interest, to the public—all this in a time when public relations are becoming an increasingly important factor in the development, growth and public acceptance of every industry in the land.

In the recently published **Profitable Public Relations for Newspapers** (J. W. Edwards, Publisher, Inc., Ann Arbor, Mich., \$4.75), Prof. Stewart Harral, director of public relations studies and professor of journalism at the University of Oklahoma, has brought together a wide array of practical experience and ideas culled from books, trade publications and years of personal discussions with newspaper publishers. This is certainly the most ambitious and probably the most complete study of the whole field of public relations for newspapers since the industry first began to become aware of the need for closer contact with the people.

Using highly quotable quotes from the commentary and experience of publishers of newspapers, large and small, all across the land, Professor Harral's field of interest ranges from "Keys to Successful Interviewing" to "Blueprints for Better Letters," and from "Patterns of Publicity Copy" to "How to Find Features That Sell." These are but a few of the headings of several well-chosen, thoughtfully-written chapters.

"Profitable Public Relations for Newspapers" may well become an accepted textbook in many journalism schools. For the publisher of any size paper, daily or weekly, who is today puzzled about how to begin a genuine public relations program, this book should be required reading.

MASON R. SMITH

**S**ELECTED writings of an ace political commentator, the late Anne O'Hare McCormick of the *New York Times* have been brought together to make a superb book called, "Vatican Journal" (Farrar, Straus and Cudahy, Inc. \$4.00).

Mrs. McCormick covered the reigns of three Popes. Her book is an authoritative report of Vatican prestige and influence from 1921 to 1954.

**B**OYCE HOUSE has produced an impressive list of books about his native state of Texas during his long career as a newspaperman, lecturer and radio commentator. Needless to say, he writes about his favorite subject, Texas, with enthusiasm. In "As I Was Saying" (The Naylor Company, San Antonio, Texas, \$2.50), he has collected some of the "classics" written by the weekly editors of Texas and yarns about show business. A highlight of the book is the chapter on "Gentlemen of the Press," which contains a number of amusing stories about the uninhibited newsmen of the Lone Star State.

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*By James A. Clark*

**Tales of the Oil Country** is a fascinating column about a fascinating business. For five years it has appeared exclusively in *The Houston Post*. But on January 1, 1958 it will become available to newspapers throughout the country.

**Tales of the Oil Country** is written by James A. Clark, considered the dean of the country's oil writers. He is the author of "Three Stars for the Colonel," the human story of Ernest O. Thompson, father of oil conservation, and co-author of "Spindletop," a 1952 best-seller, both published by Random House, Inc. He is also a regular contributor to oil journals and other magazines.

**Tales of the Oil Country** are colorful, romantic and exciting stories of the men who hunt petroleum; stories of heartbreaking dry holes and thrilling discoveries. Some are as fresh as tomorrow's boom; others are flavored with history.

**Tales of the Oil Country** are told in simple, readable language. Because Clark writes of this complex industry in human terms his readership is not confined to professional oilmen. Indeed, the majority of his readers are simply persons who love a good story well told. Yet, Clark is so highly regarded by industry leaders that more than 10 million reprints of his columns have been distributed by them.

**Tales of the Oil Country** are varied. This week Clark may write of an Australian gold miner who drilled the first oilwell in the turbulent Middle East. Next week he may tell of an impoverished Texas wildcatter who was so weak from hunger that he could not shout his exultation when oil burst over the top of his derrick. Oil is where you find it, and that's where Clark finds his stories.

**Tales of the Oil Country** meet the exacting requirements of one of the country's top editors. Arthur Laro, executive editor of *The Houston Post*, says this: "I believe Jim Clark's column is one of the most widely read features in the south and southwest. It is rich in drama and should be of great interest to readers everywhere."

**Tales of the Oil Country** will become available for nation-wide distribution January 1. For samples and complete details write to James A. Clark Co., P.O. Box 6512, Houston 5, Texas.



# Sigma Delta Chi NEWS

NO. 62

NOVEMBER 1957

## Three Convention Sessions to Handle SDX Business

Delegates from 111 Chapters are expected to attend the annual Convention when it meets in Houston on November 13-16. A full schedule of fun and business has been arranged by the General Committee under the Chairmanship of John T. Jones, president of the *Houston Chronicle*.

Delegates will be called upon to study and vote on more than 20 reports. Some of these include the following.

The Freedom of Information Committee will submit a comprehensive report dealing with Federal secrecy, state open meetings and open records. Chairman V. M. Newton, managing editor of the Tampa (Florida) *Tribune* will ask for resolutions to be passed by the Convention requesting that news of the government in Washington be made available to the public. Delegates will be told about some 93 documented cases of withholding news at the Federal level.

Herbert Klein, executive editor of the San Diego Union, will present the report of his Historic Sites Committee. The delegates will be asked to select a site significant in the history of journalism and suitable for marking during the coming year.

Petitions from two groups requesting the establishment of Undergraduate chapters will be up for decision. The

journalistic groups are located at Sam Houston State College, Huntsville, Texas, and the University of California at Los Angeles. UCLA now has a special chapter which is a sub-chapter of the Professional Chapter in Los Angeles.

The question of expanding the Fraternity on an international basis will be discussed when Chairman Edward Barrett, dean of the Columbia University Graduate School of Journalism presents his committee's report.

The most pressing problems in journalism have been collected by the Research Committee under the direction of Chairman Charles E. Swanson, Curtis Publishing Company, Philadelphia. The Committee will recommend to the Convention how each can best be met.

Included among several internal matters to come up for action will be the report of the Membership Eligibility Committee, Walter Humphrey, editor, the Fort Worth (Texas) *Press*, Chairman. A period for discussion has been

set aside on Thursday afternoon to consider the committee's recommendations.

The Fellows Nominating Committee will present to the delegates a slate of distinguished journalists to be elected to the high honor of Fellow of Sigma Delta Chi. No more than six candidates may be nominated and no more than three elected in any one year.

Plans for the 50th Anniversary observance of the Fraternity's founding will be aired by Charles C. Clayton, distinguished professor of journalism at Southern Illinois University at Carbondale. A nationwide television program is one of the several projects under consideration during the golden anniversary year in 1959.

Concurrent sessions for Undergraduate and Professional Chapter members will take up all of the Friday morning program. Members will discuss chapter matters such as programs, finances, membership and, in general, how chapters can best serve journalists and journalism.

On Saturday morning the Convention will select a theme for 1958. During recent years it has been the practice to adopt a national objective for the coming year. The purpose is to unite all Professional and Undergraduate Chapters. In addition the committee will recommend a second objective for Undergraduate Chapters in their service to college journalism.

An honorary president and national officers and councilors will be elected Saturday morning for one year terms. The Convention will also be asked to elect a trustee for the Quill Endowment Fund.

Each chapter has one vote in Convention and the chapters are represented by delegates. A special section of the meeting rooms at the Shamrock Hilton is being reserved for official delegates. Delegates are required to attend all sessions and failure to do so subjects them to fines.

Under a rule adopted by the 1954 Convention, all interim committee reports shall be distributed to the delegates at least 24 hours prior to acceptance by the Convention and shall be summarized orally at that time. This does not apply, however to committee experiences, extenuating circumstances.

Total attendance by delegates, members, and guests is expected to reach 500. Host chapters are the Texas Gulf Coast Professional, University of Houston and Texas A & M.

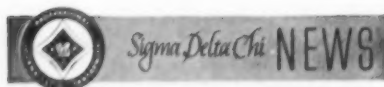
For Convention story on speakers and entertainment, turn to page 19.

### SDX Marks Historic Site in Baltimore



The memorial plaque dedicated to the memory of H. L. Mencken is viewed by (left to right) Alistair Cooke; Marquis Childs, chairman of arrangement for the historic site ceremony; and Sol Taishoff, president of Sigma Delta Chi. Cooke, the Americanized Britisher moderated a half-hour television show in Baltimore on Sept. 12. A kinescope of the event will be shown at the Houston Convention.

SDX NEWS for November, 1957



The *Sigma Delta Chi NEWS* is published monthly by Sigma Delta Chi, Professional Journalistic Fraternity. Contributions should be addressed to the Editor of the *Sigma Delta Chi NEWS*, 35 East Wacker Drive, Chicago 1, Illinois. Do not address it to *THE QUILL*. This only delays it. Deadline for copy intended for the *NEWS* is first of month preceding date of issue.

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PEARL LUTTRELL

November 1957

No. 62

## Sweden Ahead of U. S. in F of I

(Tom Mulvany, staff member of the Houston (Tex.) Chronicle, wrote the following for his newspaper while on a tour of the Scandinavian Countries. Because of the great interest in Freedom of Information it is reprinted here.)

Stockholm—The row stirred up in the United States over recommendations contained in Chairman Lloyd Wright's commission on government security report, relative to security "leaks," is incomprehensible to Swedish editors.

In the first place, the situation which Wright's report brings to light—bureaucratic decisions on what is "secret" on the one hand and reporting from confidential "leaks" on the other, cannot exist in Sweden because existing laws prevent it from arising.

And, in the second place, Sweden, which has always boasted that it stands along with the United States in safeguarding the rights of the press, is slowly realizing that it is, in fact, a long stride ahead of the United States in this respect.

Sweden's statute safeguarding press liberty dates from 1766 and is the oldest in the world. True, there have been abuses down through the centuries and the law has been severely strained in bygone years. Its last severe test came during World War II when the government was striving to keep the nation's outspoken press from giving the Nazis excuse to invade the country.

But the old law was brought out and reviewed after the war and, in a revision of 1949, now categorically forbids government censorship of the press, even in time of war.

And, to prevent hasty retraction in the future, this law is now in the books with constitutional sanction. It cannot be altered without the approval of two parliamentary sessions, between which must come a popular election of members of one of the two parliamentary chambers.

Furthermore, this law, while outlining the dual responsibilities of publishers and government officials, expressly prohibits the publisher or any of his agents from revealing news sources.

## Journalists Training Center Opened at Strasbourg

As part of UNESCO's efforts to increase the flow of factual information, an International Institute for Advanced Studies in Journalism was opened at the University of Strasbourg on October 15. The project is supported jointly by UNESCO and the Government of France.

In April, November and December of 1956, a series of meetings of experts was held to consider what steps might be taken to improve training facilities for information personnel. One recommendation which resulted from these deliberations proposed the establishment of a number of regional centers for the training of journalists and raising standards of their professional education. In principle, the centers would be adapted to the particular needs of the classes but, in general, attention was to be centered on the study of information media and information techniques.

The Strasbourg Institute is the first such center to be set up and will serve countries in Europe, Africa and the Middle East. It will be staffed by specialists in journalism from several of UNESCO's Member States, including Professor David White, Chairman of the Council on Communications Research at Boston University. Among the students attending the first course will be ten holders of UNESCO Fellowships who are teachers of journalism or are interested in taking up a career in this field.

The responsible publisher, his editors and reporters, therefore, are protected from courts, pressure groups, coalitions and bureaucrats and any individual with knowledge of wrongdoing in or out of government knows he may tip off a newspaper without risk of betrayal.

Under this same law all government officials, city, national or provincial, are compelled to disclose official records to the press. There can be no secret or "star chamber" sessions.

For security purposes, cases to which the stamp of secrecy may be applied are fixed by statute. If an editor suspects an official has made undue use of his authority to use the "secret" label, he may appeal. The administration is bound to lay its cards on the table to a degree not equalled in any other country.

True, the press operates within a voluntary code of ethics and co-operates with government officials when proper showing is made of the need for secrecy. But woe to the government official who exceeds his authority in attempting to hide the news.

Sven Backlund, chief of Swedish Foreign Ministry, expressed satisfaction with the law. An oldtime newsman, himself, he said he finds it difficult to understand why American newsmen tolerate so much bureaucratic interference as—it is apparent from the Wright report—they do.

## New Inland President Member of SDX

Robert M. White II, co-publisher and general manager of the Mexico (Mo.) Ledger, and member of the SDX Executive Council, was elected president of the Inland Daily Press Association.

## Favorite Story Department

About 1900 when Eugene Field was writing a column for the Chicago *Herald* and always looking for fun he used to lead his companies into a book store and ask the proprietor or clerk for a copy of Mrs. Heman's Poems, expurgated. Anyone familiar with Mrs. Heman's poetry would know that her writings required no expurgation. Field would make the request very gravely, however, and when the bookman would state his doubt about the existence of such a book Field would offer from ten to fifty dollars for a copy, leaving a puzzled book-salesman. One time while in Milwaukee, Field and George Yenowine, of the *Sentinel*, were taking a walk (between drinks), and passing a bookstore Field suggested that they go in. After looking at some books Field made his customary request to the proprietor for an expurgated Mrs. Hemans. At first the proprietor made the usual statement that there wasn't anything of the sort available and Field made his usual offer, this time ten dollars. The bookman said "Wait a minute, I'll see." In a few minutes he returned with a copy of Mrs. Heman's works and there, on the fly leaf, was the printed statement "Expurgated Edition." Field had to pay the ten dollars.

Yenowine, also a humorist and knowing about Field's kidding on the subject, had had that printed fly-leaf inserted in that book and had planted it in that bookstore on the theory that, sooner or later, Field would go in there with his usual request.

It worked.

CHARLES GRANT  
Evanston, Ill.

For each previously unpublished anecdote accepted by this department, The Sigma Delta Chi NEWS will pay \$5. Contributions must be true stories from your own experience and of a humorous nature. Contributions should be typewritten and mailed to Favorite Story Editor, Sigma Delta Chi NEWS, 35 East Wacker Drive, Chicago 1, Ill.

## FOR WOMEN ONLY

Searching for a gift for your husband or sweetheart? Why not do as others have, give him a Sigma Delta Chi Key, Badge, Ring or Lapel Emblem. Allow about three weeks for delivery. So order now, whether it's a birthday or Christmas gift. Price lists sent on request.

**Sigma Delta Chi**  
**35 East Wacker Drive**  
**Chicago 1, Illinois**



In the above picture Leslie Weatherwax, Brooklyn village president, looks over the placard which has the heading "In the Public Interest." It is displayed in the village offices.

## Editor Reminds Public Officials Of Right to Know

When Carl M. Saunders, editor of the Jackson Citizen Patriot, read a quotation from a speech by Pennsylvania's Gov. George M. Leader in the *Sigma Delta Chi NEWS*, the idea struck him that all public officials should be reminded of the governor's message. As a result 300 copies of the quotation were printed on heavy cardboard and distributed to all city, state, county, township and school offices in the area served by the Citizen Patriot.

The message reads: "Democracy, like the green bay tree, flourishes best in the open air. The right to know is essential. Accordingly, I feel that any law which makes a reporter's job easier in his coverage of government is a good one. I feel the reporter has the right to know because a vigilant press recognizes its obligations to report what it learns, fairly and fully, in the public interest."

## BOOKS BY BROTHERS

The *Sigma Delta Chi NEWS* is anxious to print notices on recent books written by members on non-journalistic subjects. Books about journalism and allied fields are reviewed in *THE QUILL*.

Col. Ralph E. Pearson has completed a four volume history, "ENROUTE TO THE REDOUBT," which is based on the 318th Inf. in World War II. This book covers the battle at Argentan and combat from then on, but also the arrest of Norman Baillie Stewart, the original Lord-Haw-Haw; the rescue of Dr. Bela Fabian, author of "Cardinal Mindzenty"; the capture of Dr. Ernst Kaltenbrunner, No. 4 Nazi at Nurnberg; and the seizure of the Nazis' largest cache of looted art in an Austrian salt mine. Vol. I will be off the press soon, to be followed by Volumes II, III, and IV. "Enroute to the Redoubt," has an advance sale at \$2.00 a volume.

AS I WAS SAYING by Boyce House is dedicated to the home town newspaper editors, and has, throughout its highly readable text, a distinct newspaper flavor.

pa Morning Tribune, Tampa, Florida; Clifford W. Bouvette, Editor, Kittson County Enterprise, Hallock, Minnesota; William Omer Scouton, Reporter, Grand Forks Herald, Grand Forks, North Dakota; Victor Hugh Honey, Managing editor, Cairo Evening Citizen, Cairo, Illinois; Stuart A. Batt, News editor, KFMB-TV, San Diego, California; Walter Ray Coyle, Publisher-General manager, Chula Vista Star-News, Chula Vista, California; Kenneth Charles Reiley, County editor, The San Diego Union, San Diego, California; C. Edwin Strickland, Reporter, The Birmingham News, Birmingham 3, Alabama; Finley Houston Harlow, Editor, Lexington Gazette, Lexington, Virginia.

## Obituaries

HAROLD E. CASSILL (WnS-Pr-'47), general manager of Spokane (Wash.) *Daily Chronicle* and *Spokesman Review*.

WILLARD B. CROSBY (UMc-'27), editor on New York Times, died August 24 of cancer.

ROBERT F. GODLEY (Wis-'30), died August 2, Massapequa Park, N. Y.

HUGH A. L. HALEFF (Aus-Pr-'57), died in April, San Antonio, Texas.

OLIVER S. MORTON (Fla-Pr-'49), director of operations of the Associated Press in Florida, died September 14 of cancer.

HERBERT A. YOCOM (Cln-'29), first editor of *Petroleum Week*, died August 23 of cancer, New York City.

JAMES EDWIN LOSEY (Mo-'16), died July 25, West Lafayette, Ind.

FRED E. HAMPSON (UWn-'25), died November, 1955, Hong Kong, China.

LARRY ROSSMAN (Min-Pr-'31), died May, 1956, Grand Rapids, Minn.

JOHN N. RIALS (LSU-Pr-'47), publisher of the *Iberville South*, Plaquemine, La.

ARTHUR A. HARGRAVE (Ind-Pr-'54), 101, publisher of the *Rockville (Ind.) Republican*.

WILLIAM C. EDWARDS JR. (TxU-'30), Dallas, Texas.

ALFRED F. HARRISON (WDC-Pr-'45), Washington, D. C.

D. C. COLLINS (Mo-'16), Sacramento, Calif.

## Resignations

Jonathan N. Daniels (NC) *News & Observer*, Raleigh, North Carolina.

Robert T. Mason (OhS-'20) Marion Broadcasting Co., Marion, Ohio; Lansing Warren (StU-'17) Morgan & Company, Paris, France.

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## New Members

Mark R. Waters, Reporter, Honolulu *Star-Bulletin*, Honolulu, Hawaii; Forrest G. Inks, Editor, *The Kansas Publisher*, Topeka, Kansas; Richard J. Loftus, Instructor, University of Florida, Gainesville, Florida; Jack Holland, Editor and Publisher, *Chieftand Citizen*, Chieftand, Florida; Robert A. Mott, Instructor, Washington State College, Pullman, Washington; Charles Orr Cole, Instructor, Washington State College, Pullman, Washington.

Philip J. Patterson, Managing editor, *Western Farm Life*, Englewood, Colorado; Clyde Starling Ennis, Copy editor, *The Birmingham News*, Birmingham, Alabama; William Moore Ennis, Makeup editor, *The Birmingham News*, Birmingham, Alabama; O. C. McDavid, State News editor, *The Birmingham News*, Birmingham, Alabama; Leroy Alanson Sims, Bureau manager, *The Associated Press*, Birmingham 9, Alabama; Shepherd Vincent Townsend, Managing editor, *The Birmingham News*, Birmingham 9, Alabama; Harry Hoffman, Managing editor, *Charleston Gazette*, Charleston, West Virginia; Vint Jennings, Managing editor, *Charleston Mail*, Charleston, West Virginia.

William Edley Boyd, Staff writer, Tam-

## Logical

Contributions should be addressed to the Editor of the *Sigma Delta Chi NEWS*, 35 East Wacker Drive, Chicago 1, Illinois. Do not address it to *THE QUILL*. This only delays it. Deadline for copy intended for the *NEWS* is first of month preceding date of issue.



## Chapter Activities

**GREATER MIAMI**—Chapter members heard a panel discuss the pros and cons of a rule that prevent photographers from making pictures in a courtroom and voted to take steps leading to amend the canon so as to permit photo coverage of trials. The chapter adopted a resolution proposing a joint committee of the Florida Bar Association and the fraternity to prepare such an amendment. It resolved further to petition the Florida Supreme Court to permit an informal demonstration of still and motion picture photography under simulated court proceedings. The Greater Miami resolution also proposed that courtroom photography be included as a goal of the national committee for advancement of information. Participating in the panel discussion were Steve Trumbull, chapter president and veteran Miami *Herald* reporter, Morris McLemore, sports editor of the Miami *News*, Ed Pierce, picture editor of the Miami *News* and Bob East, Miami *Herald* photographer. Ralph Renick, WTVJ television newscaster, moderated the discussion.—**Phil DeBerard**

**LOS ANGELES**—Jack Keating, writer for the Los Angeles *Examiner*, won the fourth annual Press-Bar Award for his year long newspaper campaign to improve the courts of California. A jury named by the L. A. Chapter and the State Bar of California awarded top honors to Mr. Keating's series as "comprehensive, thorough, the most ambitious, and probably most definitive of all entries; a constructive series likely to lead to improvement of court processes." The jury made two Awards of Merit—to Terry Hansen of the San Francisco *News* and to Fred Kirstowsky of the San Francisco *Examiner*.

For the first time, the Press-Bar Jury made a Special Award of Merit to the entire staff of a newspaper—the Visalia *Times-Delta*. Said the jury: "Taken together the entries represent a consistent high level of clear, independent reporting." Awards of honorable mention went to six newsmen.

The top award carries a \$500 cash prize presented to Mr. Keating at the State Bar convention in Monterey. Other award winners will receive plaques.

Members of the jury were named by Richard H. Miller, Los Angeles manager of the California Newspaper Publishers Association and president of the Los Angeles professional chapter of Sigma Delta Chi, and Joseph A. Ball, of Long Beach, president of the State Bar.

**DES MOINES**—The picture shows the Iowa Sigma Delta Chi convention planning committee in session. The convention is slated for November 1 and 2. The names of those in the picture (left to right) are: Bill Kong, *Register and Tribune*, President of the Des Moines Professional group; Nick Pierce, representing Iowa State College undergraduate Chapter, and a member of the Iowa *State Daily* staff; Herb Plambeck, *WHO TV*, Des Moines, State SDX Chairman; Paul Jesse, Iowa University representative; Dick Thailing, Meredith Publishing Company, Grinnell representative; and (standing) John Rex, United Press, Drake representative.



**MILWAUKEE**—Inside stories about morale and background of Milwaukee's pennant winning Braves were on the September program of the Milwaukee Professional Chapter. Speakers were Braves Manager Fred Haney, left, and Star Player Red Schoendienst, who are pictured signing an autograph plaque. Standing, left, is Milwaukee Chapter President Walter Wegner, *Sentinel* city editor; and Frank Marasco, *Sentinel* editorial art director.—**Walter Kante**

**ATLANTA**—A former Moscow correspondent for the Associated Press has told the Atlanta Professional Chapter that American newspapermen should be able to "go anywhere to cover the news." Tom Whitney, now AP Foreign News Analyst in New York said "in peacetime the American government should not prevent a reporter from going anywhere news develops to cover it. Perhaps there is some personal risk involved for the reporter, but it is a risk he will be willing to shoulder." Mr. Whitney said the question revolved about the basic "right to know" of the American people and was concerned with the constitutional guarantee of a free press. "It's not so much getting reporters into China as it is working to get the U. S. government to change an erroneous policy," he declared in answer to questions from his newsmen audience.

Earlier, he told the Atlanta SDX group that Americans have seriously underestimated Russia's scientific and economic progress. He warned that the USSR "is not stinting any expense whatsoever on science and technology," and said,

"We can't rest on our laurels. They're working 24 hours a day, while, if the truth were known, we're probably working about six." Mr. Whitney gave his Atlanta audience a first-hand report on the problems of gathering news in Russia from 1947 until 1953—the period he served in the AP Moscow bureau. Don Carter, City Editor of the Atlanta *Journal*, is president of the 150-member Atlanta SDX Chapter.—**Dick Hodges**

Because of the many, regularly held chapter initiations, it is impossible to include the names and pictures of the newly initiated in the SDX chapter activities. (Names of new Professional members are reported regularly elsewhere in the SDX News.) However, the Editor welcomes news about initiation banquet speakers, pictures of those appearing on the program, etc.

We would appreciate limiting the number of people in the pictures since large groups lose the individual's identity in the process of reduction to fit *QUILL*'s column width.

So, c'mon, chapter correspondents, let's have more chapter news and pictures.

## Personals

### About Members

Seventeen journalists from six foreign nations have arrived in Evanston, Illinois to begin study at the Medill School of Journalism preparatory to working for several months on American newspapers and magazines.

During their four and a half month's stay in the United States, they will be under the supervision of Professor **Floyd G. Arpan** of Northwestern University.



**Floyd G. Arpan**

Their first six weeks will be devoted to intensive academic training for reporting on American newspapers. Each man will then be assigned to a newspaper for a month, then transferred to another newspaper in a different section of the country for a second month of work.

The final thirty days will be spent in individual travel to points of journalistic interest in the United States.

Professor Arpan will bring the members of the group back together the last week in January 1958 for a seminar session with officials of the United States Department of State in Washington, D. C.

During their stay in Evanston, each man has been assigned to live in a private home.

The journalists are from Finland, Uruguay, Iran, Tunisia, Ceylon and Korea.

This is the fourth such group Northwestern has handled.

**Dick V. Hanson**, 32, has been named editor of *Successful Farming* magazine.



**Dick V. Hanson**

Fred Bohen, president of Meredith Publishing Co., Des Moines, Iowa, concurrently announced the appointment as editor emeritus of **Kirk Fox**, 64, present editor who is retiring Dec. 1. Hanson joined the farm publication in 1949. He has been executive editor since September, 1955. He received his bachelor of science degree in agricultural journalism from Iowa State College in 1948. Fox, who will be 65 in November, joined *Successful Farming* in 1922. He was named editor in 1928. He is widely known for his work in a number of national farm and safety organizations.

**John S. Rose**, Los Angeles public relations executive, was one of the 11 Los Angeles Press Club past presidents featured in large photographic color portraits in the International Exhibition of Photography at the Los Angeles County Fair, Pomona, ending this week.

**Dean W. Detweiler**, manager of employee communications at Perfect Circle Corp., Hagerstown, Ind., has been elected central area director for the International Council of Industrial Editors.

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**Otto Silha**, vice president and business manager of the Minneapolis *Star and Tribune* has been named the new chairman of the Minnesota Business Development Advisory commission, by Minnesota's Governor Orvill Freeman. Silha has been a member of the commission since June 1953. He also is active in the Minneapolis Area Development Corp., Minneapolis Aquatennial, Citizens League of Minneapolis and Hennepin County and other state and community activities. Silha formerly served as promotion director of the *Star and Tribune* until he was appointed business manager in 1954.

**Felix R. McKnight**, winner of the Sigma Delta Chi award for the best editorial of 1944, has joined The Dallas *Times Herald* as vice-president and executive editor. He has also been made a director of The *Times Herald* and its affiliated radio and television properties. McKnight was formerly managing editor of The Dallas *Morning News*. John W. Runyon, *Times Herald* president,



**Felix R. McKnight**

who made the announcement, said that Allen Merriam, who has headed the paper's editorial department for many years, would assume the title Editor-in-Chief emeritus. The new executive, Mr. Runyon said, would function directly under James F. Chambers, vice-president and general manager. McKnight is currently vice-president of the Texas Associated Press Managing Editors Association and a member of the board of the American Society of Newspaper Editors. He was formerly a board member of the national APMEA.

**Barry C. Fain** is now public relations representative of Equitable Gas Company, Pittsburgh, Pa. He is responsible for news releases, various advertising copy, and special articles for the Company's employee publication, *Equitable News*. After two years as an Air Force Lieutenant and public information officer, Mr. Fain returned to Penn State, where he completed a year's postgraduate work towards his M.A. in journalism.

**David Harrison** is now on the Columbus, Ohio staff of The Associated Press. Recently returned from six months of military service, he formerly worked for the Athens (Ohio) *Messenger*.

**Thomas E. Ward** of U. S. Steel's public relations staff has been appointed a lecturer in public relations at City College of New York. Ward, a 1949 Northwestern University journalism graduate, worked for the Associated Press before joining U. S. Steel.

**Michael J. Connelly** is now a general assignment reporter with The San Francisco (Calif.) *Chronicle*. He previously was assistant city editor of *City News Service* in Los Angeles and a staff correspondent with United Press.

Three Milwaukee Professional Chapter members have been named to conduct the 1959 Conference of the International Council of Industrial Editors Association to be held in Milwaukee. General Chairman is **Walter Kante**, Jos. Schlitz Brewing Co.; Co-Chairman is **Hal Prey**, Wisconsin Telephone Co.; and Business Program Chairman is **Al Wolf**, Miller Brewing Co.

Appointment of **Calvin Kytte** to be vice president of public relations has been announced by Nationwide Insurance, with home offices in Columbus, Ohio. He formerly was PR director and director of personnel. A former Atlanta (Ga.) newspaper man, Kytte joined Nationwide's PR staff in 1950, was named to head PR last July. He holds a journalism degree from Emory Univ. in Atlanta,



**Kytte**

where he later became assistant professor of journalism. Before joining Nationwide Kytte was a reporter for the Atlanta *Constitution*, assistant to the publisher of the Calhoun (Ga.) *Times* and editor-in-chief of General MacArthur's army information and education division in World War II.

Dean **John E. Drewry** of the Henry W. Grady School of Journalism, University of Georgia, addressed the Montgomery (Ala.) Editors Association.

**Howard G. Allaway** has been promoted from Managing Editor to Editorial Director of *Popular Science Monthly*.



**H. G. Allaway**

He has been on the staff since 1948 and was formerly with the Associated Press and The New York *Times*. He is a graduate of the University of Nebraska and Columbia University and was an instructor in Journalism at New York University. Mr. Allaway now resides in Stamford, Connecticut where he is a member of the Board of Education.

**Fred M. Whiting**, associate professor in the Medill school of journalism at Northwestern University, has been named assistant dean of the school. The announcement was made by Dean I. W. Cole. Whiting succeeds Prof. Charles L. Allen. Allen, who asked to be relieved as assistant dean, continues as the school's director of research and chairman of the advertising and journalistic management sequence. Whiting, 42, was formerly a news editor and writer with the National Broadcasting company's stations in Chicago, WMAQ and WNBQ. During the past two years he served as general assignment reporter in the NBC mobile unit covering Chicago area news developments at the scene. He is co-editor of "The Radio-TV News Handbook."

**James L. Wohlner**, recently discharged from the U. S. Army where he served as a news bureau chief and correspondent for the Army Public Information Section in Europe for 16 months, recently joined the staff of The Inland Printer in Chicago. He was graduated from Grinnell College in 1955.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

You cannot fathom your mind. The more you draw from it, the more clear and fruitful it will be.

G. A. SALA.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

# 1958 SDX Awards Announcement

The Sigma Delta Chi Awards for Distinguished Service in Journalism have been awarded annually since 1932 for outstanding achievements in journalism during a calendar year and winners are usually announced in April.

The awards proper consist of bronze medallions and accompanying plaques.

## NOMINATIONS

Nominations for any one of the Sigma Delta Chi Awards may be made by the author or any other party. A nomination form is required and may be secured by writing to the address below. Awards are open alike to non-members, men and women, and members of Sigma Delta Chi.

February 3, 1958 is the deadline for nominations. Nominations postmarked on that date will be accepted. Mail or express entries to: Victor E. Bludorn, Director, Sigma Delta Chi Awards in Journalism, Suite 856, 35 East Wacker Drive, Chicago 1, Illinois.

## EXHIBITS

All awards, except those for public service, are offered to individuals for specific work done by Americans during the calendar year 1957.

Each nomination must be accompanied by an exhibit and complete nomination form, filled out by typewriter or print.

Exhibits in press categories should be in scrapbook form, measuring not larger than 15 inches by 20 inches, and should include clippings. Those who want to enter full pages, to show display, should fold them in half. Radio and television reporting exhibits should consist of recordings, tapes, or film and a typewritten summary. Radio or television newswriting exhibits are limited to typescripts. Radio public service exhibits should consist of recordings (no tapes) with a typewritten summary. Television public service exhibits should include film (if available) and a typewritten summary. Research exhibit should consist of manuscript or printed book.

A brief biography of individuals nominated *MUST* accompany all nominations.

A nomination intended for more than one category requires an exhibit for each category.

Each nomination must be clearly marked to show category in which it is entered. Several nominations may be sent in one package, but each should be identified and accompanied by separate nomination form.

All nominations will be acknowledged. Exhibits cannot be returned. All prize-winning exhibits become the property of Sigma Delta Chi.

## JUDGING

The material submitted for consideration for the awards will be judged by a jury of veteran and distinguished journalists. All decisions will be final. Any award may be withheld in case the judges decide that none of the material submitted is worthy of special recognition.

## Awards Categories

### PRESS (General)

**1. General Reporting:** For a distinguished example of a reporter's work, either a single story, or a series on a related subject, published during the year, the test being readability, accuracy and completeness, interest, enterprise and resourcefulness of the reporter in overcoming obstacles.

**2. Editorial Writing:** For a distinguished example of an editor's work, either a single editorial or a series relating to the same subject, published during the year; editorials by any one writer being limited to three, a series on a single topic counting as one entry.

**3. Washington Correspondence:** For a distinguished example of a Washington, D. C., correspondent's work, either a single article or dispatch, or a series of articles on the same or related subject matter, published during the year.

**4. Foreign Correspondence:** For a distinguished example of a foreign correspondent's work, either a single dispatch or a series related to the same subject matter, published during the year.

**5. News Picture:** For an outstanding example of a news photographer's work, either a single picture, or sequence or series of pictures, published during the year; photographs by any one person being limited to six, a series on a single topic counting as one entry.

**6. Editorial Cartoon:** For a distinguished example of a

cartoonist's work, a single cartoon published during the year, the determining qualities being craftsmanship, interest, forcefulness and general worth; cartoons by any one person being limited to six.

### PRESS (Newspapers)

**7. Public Service in Newspaper Journalism:** For an outstanding public service rendered by a newspaper in which exceptional courage or initiative is displayed in face of opposition from antisocial forces, political, or other discouraging or hampering forces. Nominations are to be accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the newspaper in its undertaking and the results obtained.

### PRESS (Magazines)

**8. Magazine Reporting:** For a distinguished example of current events reporting by a magazine writer, either a single article or series related to the same subject, published in a magazine of general circulation during the year.

**9. Public Service in Magazine Journalism:** For an exceptionally noteworthy example of public service rendered editorially or pictorially by a magazine of general circulation, special consideration being given to leadership or service achieved in the face of antisocial, political or other hampering forces, other tests being extent of good accomplished, enterprise, initiative, and effectiveness of presentation through pictures, articles, editorials and other graphic means; nominations being accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the magazine in its undertaking and the results obtained.

### RADIO OR TELEVISION

**10. Radio or Television Newswriting:** For a distinguished example of newswriting or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

### RADIO

**11. Radio Reporting:** For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio during the year; exhibits consisting of a typewritten summary and recordings or tapes, not exceeding fifteen minutes running time.

**12. Public Service in Radio Journalism:** For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible unless produced and controlled by the broadcasting station; exhibits consisting of disc recordings (no tapes) and a typewritten summary mentioning running time of exhibit, not to exceed fifteen minutes.

### TELEVISION

**13. Television Reporting:** For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by television during the year; exhibits consisting of typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

**14. Public Service in Television Journalism:** For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible unless produced and controlled by the broadcasting station; entries consisting of a typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

### RESEARCH

**15. Research About Journalism:** For an outstanding investigative study about some phase of journalism based upon original research, either published or unpublished, and completed during the year.





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